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Editorial

The "Proving Ground" for Packaging

THE package manufacturer or designer of new and original containers will always find that the confectionery field offers a ready market for his wares. Here there is ever a willingness to try out new ideas in packaging,—but put them to actual test and prove their value.

There are several reasons for this. Most important is, perhaps, the constant demand for style in candy packaging. Just like woman's penchant for modish clothes, the candy manufacturer must present his merchandise in a manner calculated to attract the most favorable attention. Catering to a fickle consumer makes this imperative.

Too, the confectioner has always seemed to feel that his product was, in itself, insufficient to produce volume sales. This apparent lack of confidence lead to prizes and inexpensive little knick-knacks being included with each purchase of candy. From this developed a more subtle means of inducing sales—the adaption of the utility or "re-use" container. If added inducement be necessary, which we question, this is certainly the more dignified way to go about it. At least, for the package and box manufacturers, it has broadened considerably the scope of their genius.

Another thing: Proportionately, the cost of confectionery packages, wrappings and adornments has been consistently higher in relation to total production expense than in most of the various other groups of package users. This has permitted a larger expenditure of money for the package and, hence, greater latitude in design and ingenuity has been encouraged.

So, the man with packaging ideas to sell should look to the confectionery industry for a market. The chances are he will not have far to look for a purchaser and the opportunity of having his ideas put to actual test in this "proving-ground" for packaging.

If You Believe in Candy

WE in the candy industry talk a lot about encouraging the consumption of more candy, about the health value of sweets and how they overcome fatigue.

Too often, however, we fail to clinch these arguments by practical application of our theories. Time and time again it has occurred to us while calling upon manufacturers of candy, equipment and raw materials that they were overlooking a splendid opportunity to boost their product and sweets in general by failure to have a covered bon-bon-dish of candy in some conspicuous place where visitors calling upon them could help themselves to a piece or two. A small printed card might stand close by bearing one of the following inscriptions:

Like to Sample Some Good Candies?
THEN TRY THESE
They Were Made With Our
Model XYZ Machine
Or:
These Candies Were Made With
(Name of Product)
Please Try Them—
We Think They Are Delicious!
Or this:
Help Yourself to a Piece of Our
(Name of Candy)
Hope You'll Like It!

This sort of advertising, although it reaches but comparatively few, is good advertising nevertheless. It creates good

will and leaves a memory of your product in the minds of your visitors which will not soon be erased. Say an average of only six, eight or ten people call at your office each day. Multiply that by working days in the year and you will be astonished at the number of word-of-mouth boosters you have developed through this simple display of hospitality.

Since we believe in practicing what we preach, we intend having a dish of candies in *our* office where visitors can help themselves. And if any of our readers or advertisers want the publicity, we'll give them full credit for any samples they choose to supply. For example:

JUST SAMPLE THIS CANDY!
It Is Supplied Through the Courtesy of
(Name of Company)
Good, Isn't It?

We Should Worry!

THE Federal Trade Commission is slowly but surely narrowing the limits within which the testimonial type of advertising may be used. This opinion is expressed in a recent issue of Drug Trade News in commenting on the apparent extension to the patent medicine field of the Commission's drive against the paid testimonial. Already, one manufacturer of proprietary medicine has signed a stipulation agreeing to discontinue the use of testimonials and endorsements unless they are the genuine opinions of the authors.

Certainly the banning of this practice in all fields is much to be desired, for if ever a more despicable method of securing public patronage exists, it has yet to be discovered. There is as much difference between a sincere, unsought endorsement of a product and a "bought and paid for" letter of recommendation as there is between day and night. Unfortunately, to the layman, they both appear in the same light; the stigma of one casts its shadow upon the other.

Fortunately the confectionery industry has indulged in little of this sort of propaganda, although indirectly it has tasted its affect. This being true, any action on the part of the Federal Trade Commission, however drastic, will not deprive the confectioners of a weapon of offense upon which they have learned to rely. They can still continue to expound the many merits of their product through truths and honest statement of fact, and will not have to scurry around for some new deception upon which to build their sales message.

Misplaced Laurels

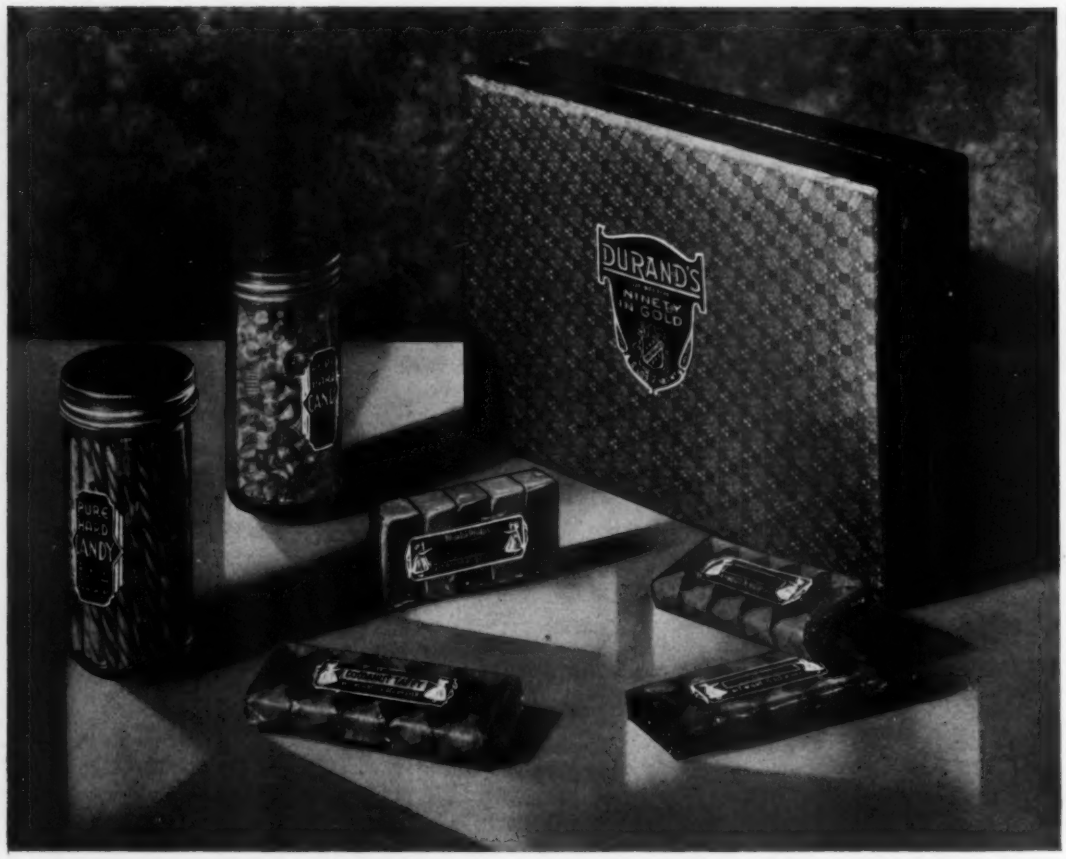
WIDE circulation has been given recently to statistics that rank confectionery first among all American industries in profit-earning efficiency. That's a distinction worth winning. But, God save the mark, it doesn't belong to this industry any more than baseball championships belong in Boston. There's been a mistake somewhere.

The "new competition" of the last few years has on the whole treated candy rather shabbily. The waves of style have pounded us hard. Other industries have attacked us. Accordingly it becomes positively embarrassing to learn that candy supposedly leads the automobile, dairy products, chemical, electrical and all other industries in the per cent of net profits earned to net worth.

Studying the 1929 profits of 1,281 corporations C. E. Knoeppel, a Cleveland industrial engineer, offers figures in *Sales Management* to show that 17 confectionery and beverage corporations, presumably chosen as representative of these industries, earned a profit of 25 per cent. None of the 43 other industrial groups that he analyzed could equal this, although in Class A (earnings over 20 per cent) there were six industries.

We do not question the accuracy of the figures used by Mr. Knoeppel. Nor have we reason to doubt his sincerity of purpose. We do view with misgivings the erroneous impression that his statistics are likely to spread and the damaging results that may follow the acceptance of this idea. If credulous folk are led to think that the confectionery industry as a whole is earning anything even remotely like 25 per cent

(*Continued on page 76*)



Labels can reflect good taste—as they do above.

Your Package *and* Its Label

By P. I. WHITE
The Foxon Company

"LANGUAGE," said a politician, "is given us to conceal our thoughts." Not so the advertiser, who is not engaged in subtleties but whose constant problem it is to put over his message in some lucid yet dramatic form, with a brevity that does not impose on the good-nature of the reader while appealing in the strongest manner possible to both his common sense and his ordinary human prejudices.

Package labels have gone beyond the point where they simply mark or seal a package; they must help to sell it as well. Moreover, owing to their relatively small size and cheapness of manufacture labels come more and more into the foreground as the sole spokesman of the package; the trend is away from the over-elaborated box or container and favors identity through the label alone. In such circumstances the label becomes not only the keynote of its particular package but of everything in taste, quality and, in a word, class, which that package is supposed to represent.

The first test of a label is of course suitability. Not only do confectionery and related products require a particular treatment but this treatment can be varied still further to meet the requirements of different types of confections.

Characteristics of a Good Label

If we were to name the two most essential characteristics of a good candy label they would be opulence and friendliness. Does it seem strange to apply such terms to a package label? We shall endeavor to show why they fit.

A sweet tooth is almost universal in the human race. The taste for sweetmeats is natural; it develops in most persons in very early childhood before the establishment of even the most elementary memories. Can you remember when you ate and enjoyed your first piece of candy? Neither can I. Here we are not dealing with tobacco or fried snails or caviar; here is no necessity for appeal to

a complex, cultivated taste. Everybody not only likes candy but always has.

The associations of candy in the average mind are therefore naive, innocent, wholly pleasurable; they are linked with early simple memories. It is the child side of us that responds to candy, and to the candy label. Sophistication, mystery, severity—as far as the candy label is concerned these things are out. Strange, bilious color schemes; distorted design, provide no legitimate part of candy appeal. Rich colors, softened lines, simple and intelligible design will on the whole be found most satisfactory. Illustration can be highly imaginative—a Spanish galleon, for instance, or a pirate's treasure chest strike responsive chords of immature memory. There should be, moreover, the suggestion of purity. In the case of any food product it is of prime importance that the container look clean and a label of messy design or color arrangement can go a long way toward destroying the suggestion of cleanliness.

Visible Packaging and the Label

Candy containers fall roughly into three types; large display packages, hard candy jars and small five and ten cent bar goods.

On the last mentioned, labels are used generally in connection with transparent cellulose wrappers. This material has the advantage of being transparent and in connection with a well chosen label forms an attractive, clean-looking and economical method of wrapping. On the other hand the smallness of candy bars often makes it unnecessary to seal the ends of the wrapper; folding over is sufficient and in such cases a specially printed wrap is used. Such wraps owing to their smallness in size might be classified as overgrown labels and many of them can be printed on ordinary label machinery. Candy of this type retails so cheaply that the expense of wrapping is decidedly a limiting factor. It is a common practice to attract attention to the product by giving it an unusual or fantastic name rather than by using an expensive wrapper or label. Such a device is clever and practical although, as in the case of "slogans," it can be overdone. Bar goods should at least present a neat appearance and bear the mark of a standard quality.

Hard candy is usually packed in transparent jars and requires a label suited to this method of packing. It is desirable that the contents of the jar shall be readily seen; hence a very large label is not practicable as it will cover too much of the jar surface. Moreover hard candies are usually highly colored, striped or moulded in peculiar shapes; if the label is likewise highly colored it will hardly be distinguishable from the candy. Some plain color is best in such circumstances; a glossy black, or predominating gold or silver worked up in a design of sufficient strength to hold its own against this riotous background.

The large candy box, on the other hand, presents an opaque surface with a limited range of color, the more limited the better if the label is to be of the display type. Where a highly ornamented and colored box top is used the label must necessarily be kept subordinate and serve modestly as an end seal for the outer transparent wrap. It is a newer method of treatment to concentrate all printing and design in the label and to apply this separately to a box made of some uniform box paper which may show a rich blend of color tones but provides a background which is essentially neutral. Against such a background attention is focussed clearly on the label and its message. What that message is depends on the character of the package. The ultra-pure, fastidious appeal, the "home-made" appeal, the luxurious appeal, all can be suitably expressed in the label by selecting the right colors, the right lettering and the right method of printing.

Adapting Package to Season or Holiday

These display box labels can be manufactured at relatively small cost and yet embody all those features of richness and variety which as stated above form a most important part of candy appeal. Hence there is good reason for the increasing popularity of this method of packaging. It recommends itself for yet another reason, namely, the fact that such a package is most readily adaptable to special holiday decoration. The small manufacturer as a rule cannot afford an extensive line of specially made holiday packages. They have no appeal once the holiday is past. His best method of meeting the holiday demand is to transform his everyday assortments by means of special holiday wraps, bands or ribbons. Wraps of course cover the whole package but bands and ribbon cards cover it only partially and as the latter items cost less than the all over wrap it solves many difficulties to adopt a package that will lend itself readily to any set of holiday color schemes. Here the plain box scores again.

As for the necessity of the special holiday appeal, it has proved its worth many times over and it is an exceptional manufacturer nowadays who does not make a special bid for holiday trade. Certain of the holidays like Christmas and Mother's Day have a universal appeal; others such as Thanksgiving serve a more localized sentiment or like Easter, Hallowe'en and Valentine's Day are supported by the young to a greater extent than by the old. It is difficult to resist the temptation to turn out in green on the seventeenth of March. And so candy profits by keeping in step with sentiment.

Let Your Label Carry a Message

In closing we might touch upon just one more aspect of the problem of marketing confectionery products. The recent craze for the slim figure temporarily put "sweets" in a defensive position. A general public, ignorant of the mysteries of metabolism, was threatened with panic at the bugaboo of the "candy fed future shadow." Because a lot of fat people were fond of sweets it was assumed that candy and obesity went hand in hand. The fact that a lot of slim people also consumed large amounts of candy, that channel swimmers and other perfectly molded athletes found chocolate an indispensable adjunct to the diet, did not for a time make headway against the general superstition. Another phase of it was the habitual denial of sweets to the growing child, thanks to an adult selfishness which conveniently assumed that children were better off without them.

Now fortunately it is becoming more generally recognized that even candy excess may be the lesser of two evils, while candy rightly used is the most valuable builder of quick energy available to man. Far from connoting flabbiness and ill health it is an unquestioned contributor to vital stamina and a harmless, non-habit forming protector against all forms of fatigue.

Labels are one means of bringing these facts home to the public.

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When the consumer purchases a confection packed in one of these luxuriously designed metal containers, he instinctively feels that he is buying quality. This fact, together with the merchandising efficiency and utility value of the metal box have resulted in its adoption by many of the leading confectionery manufacturers

The Metal Box *in* Candy Packaging

By L. A. TREVISAN
American Can Company

IN the present era of modern packaging, the metal container is becoming more and more a luxury package. With keen competition for expansion in business and distribution the manufacturing confectioner appreciates more and more that in order to merchandise his product successfully he must consider an attractive container. When the metal container was first developed the only requirement was utility, but later it followed that in addition to the requisite of utility the manufacturer found it advantageous to advertise the firm name or brand in a very conspicuous way on the container, and thus a period was reached when, together with utility, such decoration was deemed essential. With the change in merchandising policies and the trend to keep up with modern tendencies, it became necessary for the manufacturer to resort to the use of containers which were more attractive and which might be termed luxury packages with no name or with the name in an inconspicuous location. This type of container is only possible to produce by bringing together in resourceful harmony different major influences, namely, (1) style of package, (2) character of design, (3) advertising value of design and package, (4) merchandising efficiency.

To meet the four essentials of a luxury package the manufacturing confectioner should obtain advice of an expert for the

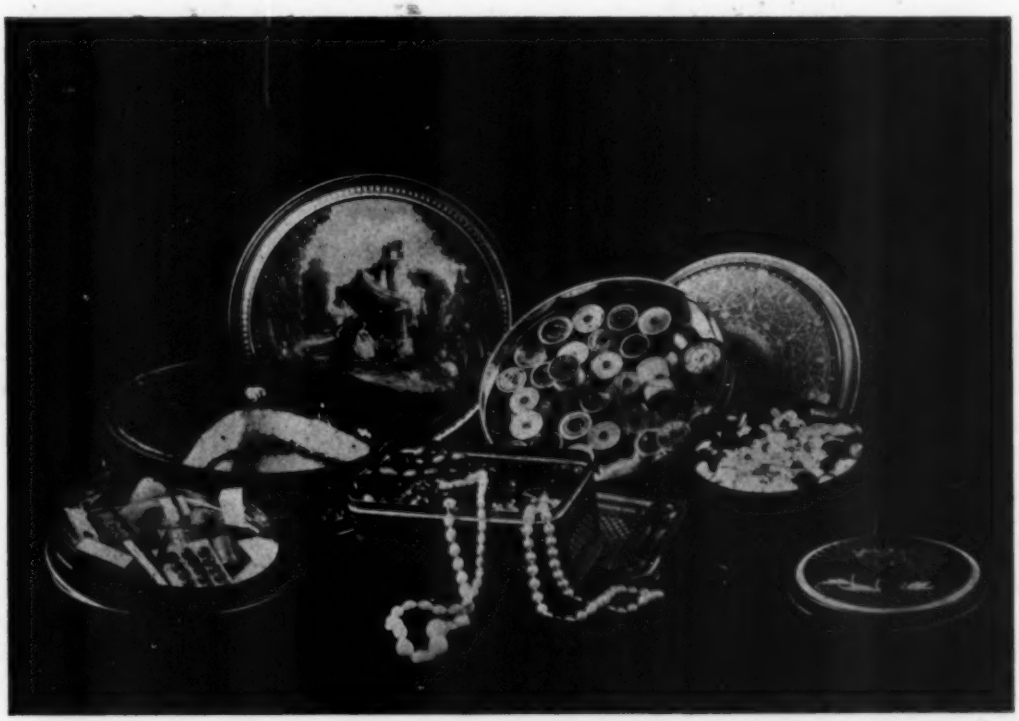
art designing, he should solicit the advice of an experienced manufacturer of containers, and he should consult a reliable and competent agency for advertising and merchandising. The leading container manufacturers have taken upon themselves responsibilities which at one time rested with the manufacturing confectioner, and in their endeavor to extend maximum service they have included in their personnel experts who give service and advice in the fields of art, chemistry, advertising, etc., on the problems entering into the production of a package which will create the greatest sales appeal.

The harmonizing of the container with the contents is essential for the successful marketing of the product. Harmony with the contents is correlated as to size, style, design and color. The size is frequently determined by standard trade practice or adaptation of a package of a product which has found success on the market, and it is usually governed by the convenience in handling and adaptability to the consumer's use and taste. The design is usually based on artistic resourcefulness which controls the individuality and attractiveness. Colors are governed entirely by the subject matter. The subject matter must necessarily be appropriate in its relation to the contents and careful selection is therefore a matter of considerable importance. A knowledge of color interpretation, particularly referring to symbolism, character, mood, and influence will greatly help in the selection of a color or combination of colors most appropriate.

In designing packages for better sales appeal, it is never unwise to consider the utility value of the package, for just as the appearance may be improved through skill and art the utility value may also be increased. A greater demand is effected by virtue of subsequent utility, and an attractive container, once having been relieved from its original use, will not often be discarded if it is adaptable for use about the household or wardrobe as a sandwich or bread box, powder box, button or sewing box, card container, or as a depository for any number of small sundries.

The metal container suitably selected will generally preserve the contents beyond the usual period of life, compared

(*Continued on page* 45)



Are these homely possibilities for re-use overlooked by Mr. and Mrs. Purchaser? Not if we know anything about human nature!

Packaging

Here, There and Everywhere

In the "Confectioner's Manual," published in 1866, mention was made of glazed paper being used for wrapping candies. Not all of this early wrapping paper was wholesome, as it is today; sometimes it contained poison.

* * *

Whatever became of the striped candy bags in which we used to buy our sweets, years ago? Somehow, they seemed to harmonize with the striped candy sticks and they "told the world" that we were treating. The striped candy bag might be worth reviving?

* * *

Speaking of unique containers, Chinese confectioners have for unknown generations filled unbroken orange skins and egg-shells with candies. So cleverly is their filling done that the "orange" must be peeled or the egg-shell broken before the candy is obtained. Novelties such as this add not a litt'e to the "urge to buy."

* * *

Little cases of stiff white paper are used as containers for the famous Creole candies sold in parts of New Orleans and Louisiana. Mais Tac Tac and La Collé have for generations been retailed in these odd little finger-like cases. A distinctive package is half the sale.

* * *

Candies of the Old South:

Many southern folk will recall the old praline women of New Orleans' French Quarter. With waving palmetto fan in one hand, they used to carry a tray of most tempting sweets—"praliniéres"—mostly large, meaty pecans and almonds in boiled syrup of brown sugar, dropped in cake forms.

Colored women often sat in the school yards, waiting for the children to emerge. In front of them were salvers covered with snowy napkins, which when pulled back with a flourish, revealed the most delicious of confections—Candi Tiré, pulled molasses candy with a vinegar flavor that was most enticing.

Mais Tac Tac was another tasty combination of molasses candy and popcorn. This, along with La Collé candies, made of pecan halves added to boiled molasses, were poured into paper cases, made of stiff, white paper, about four inches long, two inches wide, and half an inch thick. The cornets of paper were supplied regularly to lawyers and judges and the many others intrigued by the unique containers and confections.

* * *

IN VARIOUS TROPICAL COUNTRIES THE LEAVES OF PLANTS ARE USED AS UNIQUE AND OFTEN FRAGRANT CONTAINERS OF SWEET DELICACIES. NOT A LITTLE OF THE HOT TAMALE'S FLAVOR COMES FROM ITS CORN-HUSK WRAPPER. PERHAPS THERE IS A HINT HERE FOR A CANDY MANUFACTURER SEEKING A NEW KIND OF WRAPPER.

* * *

Why glass and tin containers came into use: Not many years ago purchasers of candies in general stores used to complain of kerosene and other unintended flavors. Investigation usually showed that the candy boxes were stored or shipped in close proximity to oil cans or other containers of highly odorous products.

* * *

Candy by the sheet: About 1855 Jujube paste was sold in large sheets. A piece about two inches wide and six inches long was sold in drug stores for one copper penny.

* * *

There were no fancy packages in Civil War times. Most candy makers reached the ultimate consumer by means of wagons, which were loaded with stick candies of bright hues, old-style peppermint drops, pulled hard candy assortments, penny peanut sticks in packages of 100, lozenges in 5-cent rolls, and so on. These horse-drawn wagons continued until the railroads provided more rapid transportation.

* * *

Wrapping machines, that have done so much to make candies sanitary and cheaper, began with the growth of chewing gum in the late 90's. About 1900 the first wrapping machine attained a speed of nearly thirty a minute, astounding for those days, as compared to hand wrapping. Today machines turn out 150 per minute, wrapping individual sticks of gum and putting on the outside cover. Similar machines cut kisses to size and wrap them; these machines began about 1911. Twelve years ago waxed paper was not obtainable in rolls!

Chocolate bar wrapping machines came in about 1913, as the public began to demand health laws and protection of food down to the ultimate consumer.

Sucker wrapping machines turn out 25,000 per day, exactly uniform in size. Such machines wrap "Charms" and similar fruit-drop goods.

There are machines for every process of packing, weighing, labeling, sealing cartons, filling packages, and so on. By the use of machinery the candy industry has kept prices to but little higher than years ago, although wages and all other expenses have risen greatly.

* * *

It is said that the ornate French candy box that retailed for $75 or more, made of Chinese brocade, tooled leather, fine tapestry, laces, hammered silver, and so on, was in great favor until the lean days of the war. Often such boxes were used to conceal a rope of pearls or a handsome engagement ring. Such boxes have largely gone out of style, but they may come back, for they make beautiful holders of jewelry, stationery, flowers, and so on.

* * *

There is a story told of an old Negro in one city who for twenty-five years has dropped in to a certain candy store on Christmas Eve, and bought a box of candy in an elaborate box, at a price "that wallops fifty dollars."

* * *

Years ago, when candymen came at lower wages, an expert and his helper used to spend a day or two making fancy candy containers of fine strands of candy, or spun sugar. Some of these were most elaborate, and were decorated with the highest skill. These artistic pieces, outgrowths of the old-time "subtletys" favored by royalty, were often the centers of magnificently decorated tables. They were much in demand in days when expensive parties were held at large hotels and famous restaurants like Delmonico's.

* * *

In Mexico City candies are offered on every street corner. Many of them are made of burnt sugar, with cocoanut and nuts for filler. Little boxes of caramel are always popular. These are eaten by breaking off a piece of the lid of the box, to make a spoon.

* * *

MORE OF THIS
on page 59

The colorful cover of a 4-page Lowney package insert

Package Inserts . .

Little Levers that Lift Profits

By DANA M. HUBBARD

THE question, "Shall we use some sort of insert in our packages," urovokes heated discussion less often among candy manufacturers nowadays. In those sessions where executives meet to map out plans for holding the thin, red line of figures at bay beyond the company's frontier, package inserts have acquired a standing. They appear to have proved their value as builders of sales and prestige. Little levers that raise profits . . . not in spurts but so gradually that most of the time the process is imperceptible.

If package inserts were a bit more spectacular in action and perhaps cost a little more, we might find the spotlight turned on them more often. People are like that. We cheer the stunt flier. Go down the bay to meet him in a tug and present him with the freedom of the city. The mail pilots, shuttling back and forth day after day on useful tasks, we take for granted.

This article is a frank plea for more interest in the package insert. It is fully justified, the writer believes, on the ground that many inserts now being used are planned and produced as after thoughts. Too little creative and critical thought is visited on them before they get into the engraver's and printer's hands. Now a package insert is far too valuable a selling aid to be produced casually or indifferently. There ought to be a little brain sweat in its makeup, the brain sweat of an advertising craftsman who won't let a job go through until it represents the best work he is capable of doing.

What Inserts Can Do

What are the functions of package inserts? What useful work can they do?

Only by answering such elementary questions as these, can one approach the subject intelligently, for the reason that no piece of advertistising produces profitably unless its aim or mission is first defined clearly and specifically. About two years ago the writer listed in these columns eleven tasks that package inserts are performing. Time has not withered them. And for that reason I am going to mention them again. Package inserts can:

1. Tell the consumer how, when and where to use the contents of the package to greatest advantage.
2. Offer specific suggestions, recipes, etc., leading to wider use.
3. Advertise other products made by the manufacturer. Become a miniature catalog.
4. Put the manufacturer's guarantee before the consumer at the moment when it is most likely to be read.
5. Call attention to any high spots or unusual features that the merchandise possesses.
6. Repeat the story told the consumer in other forms of advertising.
7. Ask the consumer to suggest the names of prospective buyers.
8. Persuade the consumer to send for samples of other lines produced, booklets, etc.
9. Induce the consumer to express his or her opinion of the candy.
10. Describe the ingredients used in the candy; describe the plant and processes of manufacture.
11. Create the atmosphere of quality and prestige that enhances the consumer's enjoyment of the candy.

In the list originally published was included mention of the package insert's ability to get merchandise displayed in the store. That, of course, applied to candy shipped to the retail dealer and not at all to the consumer.

Each of the eleven points mentioned above might well be expanded and discussed in detail. Any means of accomplishing these objectives at a reasonable cost is worth considering. However, I am not so much interested in discussing the theory of package inserts as I am in looking at some of the inserts being used and in trying to determine from them what it is that makes a good package insert.

A Notable Series

The John O. Gilbert Chocolate Company of Jackson, Michigan, and Los Angeles has an interesting series of four-page folders that it

This 6-page folder produces excellent results for The Burt Candy Company of Youngstown, O. A veritable catalog of the Burt line, it is used in packages and as an envelope stuffer

encloses in its packages and furnishes to dealers who want literature to send out with statements and other mail. These measure when folded, 3½ inches by 7¼ inches. They are printed in brown ink on antique paper which, of course, limits the illustrations used to pen and ink drawings. The title of five of these are: The Fragrance of Fine Chocolate (*calling attention to the aroma of goodness so noticeable when one opens a package of Gilbert Chocolates*); The Latch String Is Always Out (*inviting the consumer to visit the Gilbert plants and see "how these choice materials are combined by experts working happily under ideal conditions"*); Vital to Flavor (*emphasizing the Gilbert practice of extracting its own vanilla*); Where Nature Beats Science (*pointing out to the consumer that "all ingredients in Gilbert's Chocolates are nature's originals"*) and The Aroma of Quality (*stressing again the luxurious fragrance of the freshly-opened package*). On the last page of each of these folders are described 16 assortments and the price per pound of each. Another Gilbert four-page folder takes the consumer on a tabloid trip through one of the plants.

Quite apparently these inserts were not thrown together in a few minutes as a result of someone's eleventh-hour decision that "we oughta get up some enclosures for our packages." They were planned. The copy was written and rewritten. Result? A series of sales and prestige helps that simply cannot help creating a preference for the merchandise.

Gets Definite Results

Paul H. Bolton, president of The Burt Candy Company, Youngstown, Ohio, admits being sold 100 per cent on the idea of using package inserts. "We find this an excellent form of advertising," he says, "and we believe we secure very definite results. Often boxes of candy, purchased in our retail stores or from our dealers and mailed to distant points as gifts, bring repeat orders that we know definitely come from our enclosure literature."

One of the Burt inserts stresses the fact, largely for prestige purposes, that Burt's Chocolates have been tested and approved by Good Housekeeping Institute. Remembering that this magazine has a circulation of 1,800,000, the significance to the consumer of such endorsement, needs no explanation here. To neglect such an asset would be the negation of good sales promotion. On the reverse side of this insert, Burt points out that "37 years of skill and experience" are back of the company's product. "Rich, whole cream is blended with the very choicest of Maracaibo cocoa beans—ground together for six long days in a sealed heated cauldron," the copy on this insert runs, "to produce that rare smoothness and flavor of Burt's Milk Chocolate. Nut meats in every piece are the finest grades, most of them imported direct by Burt's. Tremendous volume makes possible the surprising low price, only $1.40 a pound for 'America's Finest Candy.'"

That is good copy. I submit that it will help to make the candy more enjoyable, for the consumer reads this little insert just at the time of eating. There is one other angle worth mentioning. Of course no advertising can add to or detract one particle from the merchandise. But no company can enclose literature of this sort in his packages without realizing that it must make good on every statement made. Thus advertising like this insert of Burt's tends to maintain quality and improve it. Another insert describes the parcel post service the company is prepared to render.

Perhaps the outstanding enclosure that Burt uses is the one illustrated here, a six-page folder in two colors. This is a miniature catalog, describing the Burt line. It produces excellent results, Mr. Bolton says.

"We buy enclosure literature in large quantities and gain extra advertising uses from it," adds Mr. Bolton. "First we give our dealers quantities of these folders to use as enclosures in packages and in their monthly statements. We are liberal users of direct mail, and we enclose one of these folders as supplementary advertising in our mailings. Very often we have inquiries from distant points regarding a certain package or piece of candy. In these individual replies we always use enclosure material. We have found them particularly effective advertising at modest cost."

N. C. A. Has Insert Material

When business shows a tendency to slow down there invariably is a disposition on the part of most manufacturers to shear their advertising expenditures or at least keep them from increasing. That may be the short-sighted policy but it is the way it works out. However, for the manufacturer who wants to pare his advertising costs it may be pointed out here that the National Confectioners' Association has a

number of printed pieces suitable for package insert use. In the South, several manufacturers use a uniform insert, the cost being low because of the large number that can be ordered at one time. Within the last few months the N. C. A. has been working on a low-cost uniform insert on which the individual manufacturer's name can be imprinted. H. D. Foss & Company of Cambridge, Mass., use several pamphlets and booklets issued by the N. C. A. and a reprint of a Ladies' Home Journal article, "The Strength of Sweetness." These are in addition to inserts that are more specifically planned to promote the company's sale. One Foss insert is a four page die-cut folder with the outside pages printed in several colors and four packages illustrated on the inside. Another, for Cynthia Sweets, describes four assortments and concludes: "If the contents of this package have not reached your expectations, please advise us." There is space for the writer's name, address and name of the store where the package was bought. As far as the consumer is concerned, little touches of this kind create good will because they force home a realizatin of the manufacturer's sincerity and his determination that the candy must satisfy. The value to the manufacturer of learning about the case where for some reason his candy has not pleased the purchaser is obvious. An alert sales promotion department can dig up more good ideas from an examination of complaints than from almost any other source.

Ever since Nunnally's coming $125,000 radio campaign was announced the news has attracted wide interest,—interest well worth exploitation. Nunnally's promptly imprinted across their letterheads in red "On the Air—The Sweetest Hour of the Week." They replaced the old package insert, which was a dignified and somewhat conventional guarantee of the candy's freshness, with a brighter and more modern insert across which flash the words, "On the Air." Still another insert, printed in three colors, presents the Nunnally guarantee on one side and a short message as to candy's food value, mentioning Dr. Bundesen's book, on the other. Color plays an important part in getting the customer to read and accept the story presented at its full value, one of the Nunnally advertising men tells me. Mentioning color leads one to remember that Walter M. Lowney Company has one little four-page insert, called "The Charming Hostess" the cover of which is a striking thing in blue and red.

Good Then—Good Now!

A few years ago when I first became interested in package inserts, one of the best enclosures I ran across was a folder used by the Jos. B. Funke Company of LaCrosse, Wisconsin. It was a rather simple thing but it had an air about it. The copy was sincere and interesting. Typographically it was out of the

(*Continued on page* 47)

WHERE

NATURE BEATS

SCIENCE

Dignified cover of an insert used by Gilbert's chocolates

THE GILBERTS

KEEP

OPEN HOUSE

●

You will find a warm welcome at the Gilbert Plants at Jackson, Michigan and Los Angeles, California. We cordially invite you to go through our plants at any time,—it will be an interesting experience for you and a distinct pleasure to us.

As you walk through the various departments, you will see the reason of the high quality and distinctive flavor of "The Chocolates of Connoisseurs." First of all, you will see our store rooms where costly materials are carefully protected; the finest almonds and strawberries; pure cream from nine tested dairies, and our own vanilla going through our exclusive aging process. You will see that all materials are genuine—nothing synthetic.

How the World's Finest Chocolates Are Made

Then you see how these choice materials are combined by experts working happily under ideal conditions. The high morale of the organization is immediately apparent. Each employee takes a personal pride in upholding the Gilbert reputation in every process of manufacture.

Copy from one of the Gilbert inserts that build prestige

Sixteen delicious assortments of Gilbert Chocolates

Name	Contents	Price per Pound
Caballero	A selected assortment of choicest Fruit and Cream Centers, filled with Nuts. *Coated with an enamel blend of our finest Sweet Chocolate.*	$2.00
Connoisseur	Strawberry, Raspberry, Maple, Butter and Cocoanut Creams, filled with Fruits and Nuts. Buttered Pecans, Roasted Almonds, Caramels, Honey Nougat, Tingalings, Cream Fudge, Liquid Strawberries, Apricot and Pineapple. *Coated with our finest blend of Sweet Coatings.*	1.50
Panama	Raspberry, Maple, Cocoanut and Butter Creams filled with Fruit and Nuts, Caramels, Buttered Chips, Honey Nougat, Fudge and Delights. *Coated with our finest blend of Milk Chocolate filled with Roasted Almonds.*	1.50
Chocolate Covered Nuts	Almonds, Filberts, Brazils, Walnut and Buttered Pecans. *Coated with our finest blend of Sweet Chocolate.*	1.50
Fruit and Nut	Almonds, Filberts, Brazils, Walnut and Buttered Pecans, Strawberry, Pineapple, Cherry, Apricot and Raisin Liquid Fruits. *Coated with our finest blend of Sweet Chocolate.*	1.50
Cream Brazils	Whole Brazils dipped in Maple Cream. *Coated with our finest blend of Milk Chocolate.*	1.50
Maple Nuts	Mayette Walnuts dipped in Maple Cream. *Coated with our finest blend of Milk Chocolate.*	1.50
Cherries	Finest Maraschino Cherries dipped in Vanilla Cream. *Coated with our finest blend of Sweet Chocolate.*	1.50
Hard and Chewy	Buttered Chips, Caramels, Honey Nougat, Fudge and Delights, Brazils and Walnuts. *Coated with a fine blend of Sweet Chocolate.*	1.50
Wolverine	Consisting of popular pieces from four Gilbert assortments; Panama Caramels, Nougat, Chips, Connoisseur Strawberry, Vanilla, Chocolate and Fudge Creams; Milk Creamlets, Almonds, Filberts; *Assorted Nut* Pecan Clusters, Walnuts.	1.50
Caramels	Vanilla, Nut and Chocolate Caramels. *Coated with a fine blend of Sweet Chocolate.*	1.00
White Ribbon	Strawberry, Raspberry, Maple, Butter and Cocoanut Creams. Caramels, Fudge, Marshmallows, Delights, Almonds and Filberts. *Coated with a fine blend of Sweet Chocolate.*	1.00
Delicious	Vanilla, Strawberry, Raspberry, Maple, Cocoanut and Butter Creams. *Coated with a fine blend of Sweet Chocolate.*	1.00
Bitter Sweet	Vanilla, Walnut, Butter and Cocoanut Cream. *Coated with a fine blend of Bitter Sweet Chocolate.*	1.00
Milk	Raspberry, Maple, Butter and Cocoanut Creams. Caramels, Honey Nougat, Fudge, Marshmallows, Delights and Buttered Chips. Almonds and Filberts. *Coated with our finest blend of Milk Chocolate.*	1.00
Peppermints	Gilbert's pure Peppermint Creams. *Coated with our finest blend of Sweet Chocolate.*	1.00

Your dealer will undoubtedly be pleased to order any of the above assortments for you, in case he does not happen to have it in stock.

The back page of a Gilbert insert. A catalog of the line

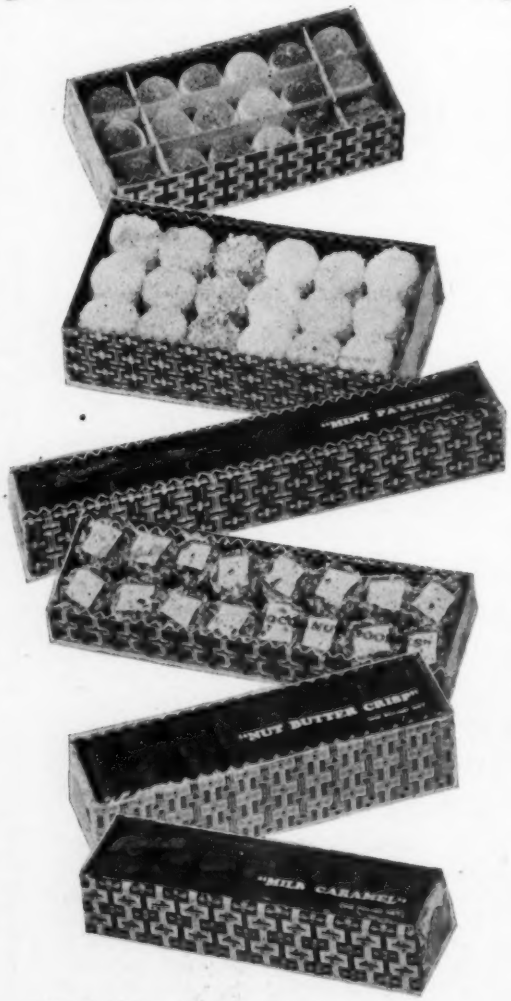
Glorifying Bulk Candy

By ROY E. HANSON
Vice-President and Sales Manager,
Milprint Products Corp.

THIS is the age of Glorification. The American Girl is being glorified by Ziegfeld and his contemporaries. Automobile builders and designers are outdoing one another in creating a glorified means of transportation. Even the lowly kitchen utensils—the pots and pans and skillets are going modern in the sense that they are now being produced in bright colors to appease the new housewife's desire for color in her kitchen.

And Now, Latest to Feel the Influence of This Trend, Are Bulk Candies

It was with a very definite objective in mind that our Merchandising Division set off on their task of glorifying bulk candy. Their problem was to overcome the difficulties that heretofore have been connected with the successful merchandising of bulk candies, particularly after they have entered the retail store. With every available inch of counter and display space in the modern store literally being fought for, it is obvious that the old methods of displaying candy in bulky containers or pails is decidedly out of the question. Then, too, there must be taken into consideration the willingness on the part of the buyer to carry a package and, what is most important, the "eye appeal" that the product embodies, enabling it to compete successfully in attention value with the dozens of other products that the retailer displays along with the candy package.



All dressed up for Sunday? Nope; just some of Redel Candy Company's line of bulk goods packed in the attractive new "Revelation" or visible package.

What the New Bulk Candy Package Does

The Revelation package recently developed by us has been created and merhandised successfully by more than a dozen progressive candy manufacturers to promote the following desirable results:

1. To provide a means of displaying bulk candies in a colorful commanding manner, enable them to compete on more equal terms with competitive products more elaborately packaged.

2. To enable the manufacturer to find a higher class market for his candies and bring about increased sales through a greater diversity of distribution.

3. To enable the retailer to obtain a better price for the candies thus displayed and to impart to them a mark of quality and consistency not usually associated with bulk candies.

4. To emphasize the appeal of fresh-

ness and cleanliness by providing a wrapper that will at all times protect the product from contamination.

5. To provide a more substantial package that can be easily packed and shipped, reducing loss due to breakage or abusive handling of the package.

How It Is Constructed

The Revelation package is made up of two distinct units—a waxed carton or shell in which the candy is packed and a combination of glassine and cellophane wrapper used to overwrap the shell leaving the open top visible and the sides and ends attractively printed with a colorful design. A feature of the waxed shell is the ease with which it may be set up into position for filling. Merely a slight pressure of the fingers and a flick of the wrist is needed to snap it into position instantly ready for filling. The side walls of the wrapper are made of glassine paper fabricated to the cellophane window top in such a manner that a complete design of color may be printed upon it extending up over and onto the cellophane top. The wrapper is then sealed at each end and on the bottom, presenting a package that will keep the product within fresh and free from contamination indefinitely.

A particular feature of packaging bulk candies in this manner is the variety of combinations and the great flexibility obtainable. Several manufacturers are merchandising their candies in a one pound package retailing at whatever the cost per pound of the candy, others are concentrating upon special packages for week-end or special sales to retail at 29c or 39c and letting the weight be whatever is consistent with the cost of each package.

Especially Suitable for Seasonal Merchandise

Many manufacturers have found the Revelation package the solution to their problem of providing special seasonal candies. Iced goods, marshmallows, cocoanut pieces, gum drops and other warm weather goods may be packed for summer sales, while chocolates and caramels for fall and winter. The great flexibility permitted by this package makes it ideal for those manufacturers confronted with the necessity of keeping their merchandise in season.

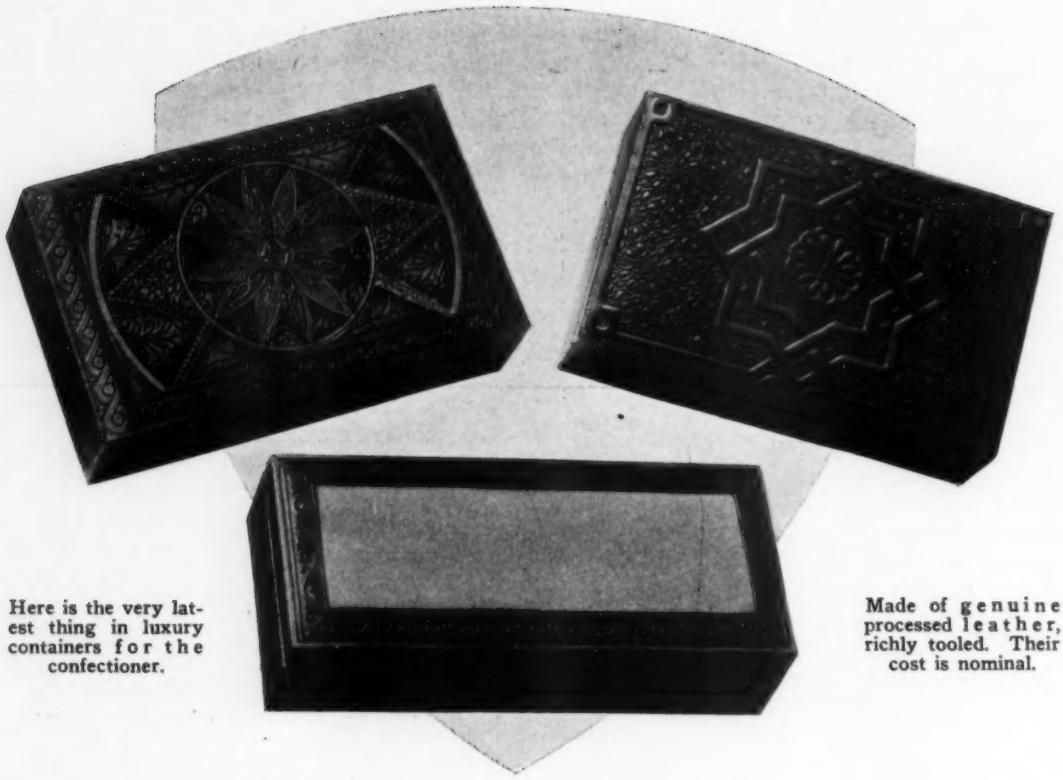
The ease with which the package may be shipped is another important feature. It is an extremely practical package both from a standpoint of durability and strength. Because of the resiliency provided by the wrapper the package may be tightly wrapped without danger of cracking or breaking.

Neither is it necessary to wrap the individual packages. The majority of manufacturers are packing 30 lbs. to a fibre shipping container with only a sheet of corrugated shipping board between each layer. They report surprisingly little breakage and if care is taken on building the carton to fit the packages, the amount of loss due to breakage can be reduced to almost a minimum.

The Metal Box in Candy

(*Continued from page* 39)

with many other types of containers, and in addition it withstands the general rough treatment encountered in transit. For these reasons the shelf life is extended and an opportunity for wider distribution is afforded with little or no effect on the contents. The quality of the product is controlled by the manufacturer. The freshness, however, may be insured and the integrity of the contents guaranteed provided the package is selected with these qualifications in mind.



Here is the very latest thing in luxury containers for the confectioner.

Made of genuine processed leather, richly tooled. Their cost is nominal.

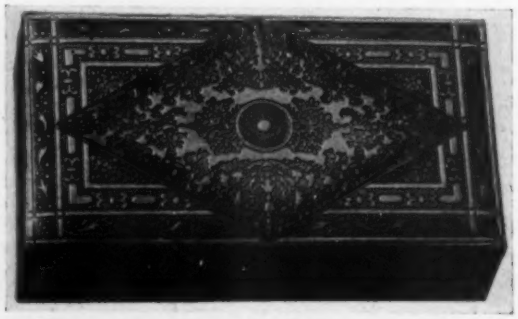
Fit for a Queen!

CANDY boxes de luxe, rivalling in beauty the exquisite creations of Venetian and Florentine leather workers—suitable for jewel, vanity or cigarette cases that will delight the most fastidious.

Such is the newest of candy boxes, made possible through the institution of re-hided or re-combined leather, a patented product of the American Salpa Company known as Salpa Leather. Salpa boxes, in which the grain of the finest leather is perfectly simulated, can be produced at a cost unusually attractive to candy manufacturers.

This new product is in no sense of the word a leather substitute. It is in itself a revolutionary leather product which, through the processing of new leather cuttings or trimmings, is produced in great sheets of any desired length.

There is virtually no limit to the shapes and sizes in which the boxes can be produced, or to the lining effects which may be employed. The boxes may be given a paper lining, closely resembling cedar wood, or the wooden box frame may be stained or painted in any desired manner. On the other hand, the method employed in the boxes illustrated may be used, namely, finishing with a rich satin lining of the jewel case variety.



Although the candy manufacturer has long made use of the decorative box to increase the sale of his merchandise, the leather container has not been widely employed because of its prohibitive cost. By utilizing Salpa, boxes may be produced possessing all the natural beauty of the leather case but at a decidedly lower cost. Salpa is not only competitively priced with leather, but it is supplied to the box manufacturer in rolls of uniform width and thickness, thereby reducing waste in manufacture to a minimum.

The boxes can be made up in sizes suitable to accommodate any standard candy package. A transparent cellulose wrapper, bearing the house name and advertising matter is

(*Continued on page* 47)

Package Inserts

(*Continued from page* 43)

ordinary. So when I wanted to prepare this article I wrote Mr. F. J. Funke and asked him how effective his inserts seemed to be now. "We are using practically the same inserts that we did a few years ago," he replied. "We have standardized on these as we found them very effective.

"Most high grade packages are used for gift purposes primarily, and although the consumer may buy the same package over and over, it is reaching a good many different people as gifts. These inserts are primarily for their information. In addition to the inserts we used a few years ago, we are now using some of the small inserts that the National Confectioners' Association is issuing, such as the Nancy Carroll diet and information pertaining to Dr. Bundesen's booklet. It is, of course, very difficult to determine the exact amount of direct sales that these little inserts are responsible for. We do know, however, that they are very helpful in creating the proper atmosphere of quality which should be possessed."

Enough manufacturing confectioners are using package inserts and are thoroughly convinced as to their helpful influence, I think, to justify looking on them as little levers that raise profits. That profits in this industry depend on the satisfied customer—the customer who comes back to buy again and again—is not a debatable point. Nor does it seem debatable that the well-planned package insert inevitably affects the customer's enjoyment of the package's contents and makes him or her appreciate it more highly. Grant those two points and the only ground for discussion is "What shall we put on our inserts to make them most effective?"

First of all it would appear after studying a good many inserts that they should not be crowded in appearance. If the insert is small, the copy must be short. Even if an insert of ample proportions is used it stands a much better chance of being read and heeded when the copy is brief. Make your inserts poster-like. Don't try to tell a very long story. Try to make a single impression. Use color when you can. If you're planning a sizeable run of inserts it won't add to the cost greatly. Make your insert look modern. That means, for one thing, don't clutter it up with details. Keep it simple. Maybe you don't want a modern-appearing insert. Well, then, make it Early American if you choose, but give it a character and be consistent in maintaining that character. In any event make the insert reflect an idea. And above all don't set your approval on the copy and layout brought you, unless you can honestly feel enthusiastic about it.

Too much advertising (consumer advertising in magazines, newspapers and on posters, trade paper advertising and direct mail) gets by today that is not as good as it should be. The man paying for it is apt to feel that he is not an expert in such matters and therefore ought not to criticize. Expert or no expert, don't hesitate to express yourself. Out of the discussion that will inevitably follow, you'll soon learn whether or not you are getting the best creative skill the producer of your advertising possesses. And when you get that, your dollars are buying all that they can buy.

Fit for a Queen

(*Continued from page* 46)

all that is necessary to protect and at the same time display the beauty and individuality of this type of container.

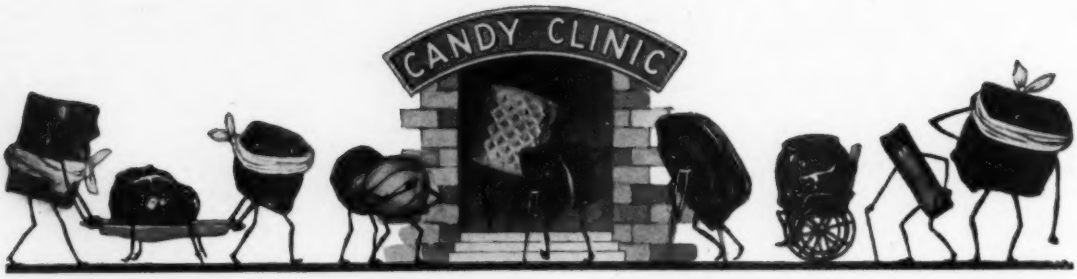
The photographs clearly show the elegance of these boxes designed particularly for the discriminating purchaser. More deeply embossed and even more elaborate designs than those illustrated are possible. The ones shown are done in rich shades of green, tan, brown and crimson, the color having been applied with a stencil spray to reproduce in effect the skillful workmanship of Florentine craftsmen.

Truly, their elegance is regal—fit for a queen!

Coming Events . . . . .

of Interest *to the* Candy Industry

Sept. 15-19	National Association of Retail Druggists, Atlantic City, N. J.
Sept. 17-19	Northern Nut Growers' Association, Cedar Rapids, Ia.
Sept. 22	Bakery Equipment Mfrs. Association, Atlantic City, N. J.
Sept. 22-23	Executive Committee Meeting N. C. A., Chicago.
Sept. 22-25	American Bakers' Association, Atlantic City, N. J.
Sept. 22-27	Allied Trades of the Baking Industry, Atlantic City, N. J.
Sept. 22-24	Conference on Retail Distribution, University Club, Boston.
Sept. 29-Oct. 1	National Chain Store Association, Chicago.
Oct. 6-10	National Restaurant Association, Cleveland.
Oct. 12	Columbus Day.
Oct. 12-16	National Wholesale Druggists' Ass'n, Chicago.
Oct. 18	Sweetest Day.
Oct. 20-25	Education Week.
Oct. 27	Roosevelt's Birthday.
Oct. 27	Navy Day.
Oct. 31	Hallowe'en.



The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month he picks up at random a number of samples of representative candies. This month it is Package Marshmallows; next month it will be Miscellaneous Bar Goods. Each sample represents a bona-fide purchase in the retail market, so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Package Marshmallows

Code 9A 30

Marshmallows—5½ Ozs.—(No Price)

(Purchased in a retail drug-store, Brooklyn, N. Y.)

Appearance of Package: Good. Marshmallows wrapped in transparent cellulose with cardboard in each end. Gold seal with printing in white and black.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This type of package is most popular for small packages of marshmallows.

Code 9B 30

Marshmallows—8 Oz. Tin—35c

(Purchased in a grocery store, San Francisco, Calif.)

Appearance of Tin: Good.
Color: Good.
Tin: Round friction top.
Texture: Very good.
Taste: Good.
Remarks: These marshmallows were among the best eating samples examined. Tasted as though some gum arabic had been used.

Code 9C 30

Marshmallows—50c—No Weight

(Purchased in manufacturer's retail store, New York City)

Appearance of Package: Good.
Box: Round blue tin with plain cover.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: These marshmallows were stuck together. Also, from a few specks that were on the marshmallows, it would appear as though some of the paint had come off the container.

Code 9D 30

Marshmallows—5 Ozs.—10c

(Purchased in a delicatessen store, Brooklyn, N. Y.)

Appearance of Package: Good.
Box: Folding. Wax board used, heavy wax liner and heavy wrapper of wax paper, heat sealed.
Color: Good.
Texture: A little tough.
Taste: Good.
Remarks: These marshmallows were a little tough and did not seem quite up to this company's standard.

Code 9E 30

Marshmallows—1 Lb.—25c

(Purchased in a grocery store, Boston, Mass.)

Appearance of Package: Good.
Box: Full telescope. Wax board used inside with wax sealed liner. Wrapper waxed and heat sealed.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This box was very well sealed and marshmallows were in splendid condition.

Code 9F 30

Marshmallows—1 Lb.—25c

(Purchased in a chain grocery store, Boston, Mass.)

Appearance of Package: Good.
Box: Folding box. Wax board with heavy wax liner. Heavy wax wrapper used. Heat sealed.
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: These marshmallows were in very fine condition and among the best that were examined.

Code 9G 30

Marshmallows—1 Lb.—19c

(Purchased in a chain store, Boston, Mass.)

These marshmallows are sold in bulk.
Color: Dirty looking.
Texture: Fair.
Flavor: Fair.
Remarks: These marshmallows are not up to standard.

Code 9H 30

Marshmallows—1 Lb.—39c

(Purchased in a retail candy store, New York City)

Appearance of Package: Good.
Box: Folding. Plain board with wax liner and wax wrapper, heat sealed.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: This is a good marshmallow but a trifle high in price.

Code 9I 30

Toasted Marshmallows—1 Lb.—29c

(Purchased in a retail confectionery store, Brooklyn, N. Y.)

Appearance of Package: Fair.
Box: Plain board with loose white wrapper and wax liner.

Marshmallow—
Color: Good.
Texture: Good.
Taste: Good.
Cocoanut: Well roasted, but tasted a bit old.

Remarks: Suggest this box be wrapped either with white wax paper or glassine as box was very dirty.

Code 9J 30

Marshmallows—5 Ozs.—10c

(Purchosed in a 5 and 10 cent store, San Francisco, Calif.)

Appearance of Package: Good.

Box: Folding type of plain board. Wax liner and wax wrapper, heat sealed.

Color: Good.
Texture: Good.
Taste: Good.

Remarks: This is a good box of marshmallows for 10 cents.

Code 9K 30

Marshmallows—1 Lb.—23c Special and 35c Regular

(Purchased in a department store, Brooklyn, N. Y.)

Appearance of Package: Good.

Box: Folding. Sealed on ends. Had wax liner and wax wrapper. This folding box contained another telescope box made of plain board.

Color: Good.
Texture: Good.
Taste: Good.

Remarks: The regular price of 35c would seem a bit high for these marshmallows. They were purchased at the sale price of 23c, however.

Code 9L 30

Marshmallows—5 Ozs.—15c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Very good.
Box: Folding with printing in blue and white. Wax board. Wrapped in heavy wax paper, heat sealed.
Color: Fair; a trifle off color.
Texture: Tough.
Flavor: Good.

Remarks: This package is neatly made up. The marshmallows are not up to standard. Texture and color need checking up.

Code 9M 30

Marshmallows—(No Price)—5½ Ozs.

(Purchased in Chicago, Ill.)

Appearance of Package: Very good. Wrapped in white transparent cellulose with cardboard in ends. Printed in blue and white.
Color: Good.
Texture: Good.
Flavor: Good.

Remarks: This latest way of putting up marshmallows is very fine indeed, and this particular package ought to enjoy a good sale.

Code 9N 30

Marshmallows—½ Lb.—25c

(Clerk in store did not know who made these marshmallows. Purchased in a retail candy store, Boston, Mass.)

Color: Good.
Texture: Good.
Flavor: Good.

Remarks: These marshmallows are high priced at 50c per pound.

Code 9O 30

Marshmallows—1 Lb.—39c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.
Box: Plain board. Seal on top. Printing in white and black. Box wrapped in heavy wax paper, heat sealed.
Color: Good.
Texture: Good.
Flavor: Fair.

Remarks: These marshmallows lack sufficient flavor, which is very important in this type of candy.

Code 9P 30

Marshmallows—(No Price)—5½ Ozs.

(Purchased in Chicago, Ill.)

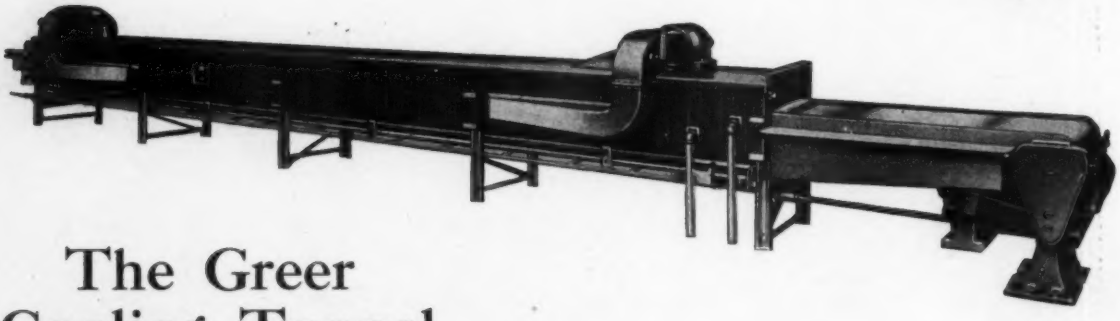
Appearance of Package: Very good. These marshmallows were made in

GREER

Confectioners Machinery
that pays dividends

"CLOTHE

If you are really interested in producing a high quality line of chocolates without sacrificing your big production then a *Greer Coating and Cooling Unit* is your logical equipment.



The Greer Cooling Tunnel

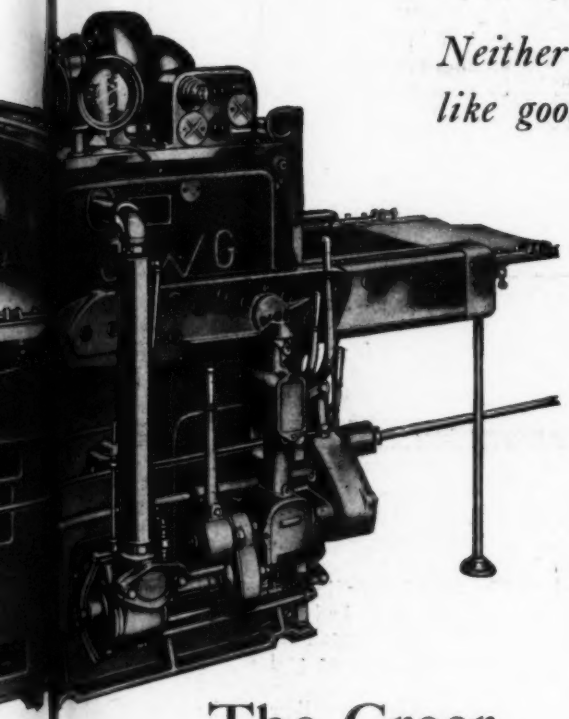
Sectional Steel or Cloth Belt Type
Equipped with or without Refrigerating Coils

J. W. GREE CO

Manufacturer Confect
Machinery t ays Div

119-137 Windsor St. CAM

...HES DON'T MAKE THE MAN"!



Neither does the coating "make your candy,"—but, like good clothes it makes a good impression.

The Greer Standard Coater

Good clothes have helped many men toward success when poor clothes would have spelled failure.

"It pays to look neat" applies to candies as well as individuals!

Your candies will possess real appeal if they look neat. If the quality is good repeat sales will follow. The quality is "up to you," but the appearance is "up to your coater." ***You*** will take good care of the quality, but what of the ***coater?*** Is it capable of producing high quality candies? If it is a GREER, your answer is "yes" and so you do not need our help. If it is not a GREER, you are operating under a tremendous handicap. When the appearance of your candies has so much to do with their sale, can you afford to continue to use old or inefficient coating equipment?

May we have the opportunity of discussing your coating problem with you? You will be under no obligation and it may mean increased profits for you.

...ER COMPANY

...ctures Confectioners'
...ery Pays Dividends

CAMBRIDGE, MASS.

assorted flavors and colors. Wrapped in white transparent cellulose with board ends. Printed in black and yellow.
Colors: Good.
Texture: Good.
Flavors—
Yellow: Lemon; good.
Pink: No flavor could be tasted.
White: Vanilla; good.
Orange: Fair; too weak.
Green: Mint; good.
Remarks: These marshmallows are some of the finest I have examined. Colors were very good but flavors not quite strong enough. This way of putting up marshmallows is new. The package is appealing and very attractive.

Code 9Q 30

Marshmallow Animals—Cup 5c

(Made by—no name; purchased—no information.)
This piece is made up of a short marshmallow colored light orange.
Color: Good.
Flavor: Very little.
Texture: Good.
Remarks: This sort of candy is not good.

Code 9R 30

Iced Marshmallow Jellies—6 for 5c

(Made by—no name; purchased—no information.)
Jelly: Good.
Marshmallow: Good.
Icing: Good.
Flavor: Fair.
Remarks: This ought to be a good 1c seller.

Code 9S 30

Crystallized Orange Marshmallow —1c

(Made by—no name; purchased—no information.)
Flavor: Fair.
Texture: Good.

Code 9T 30

Plain Marshmallow—8 for 5c

(Made by—no name; purchased—no information.)
These marshmallows were sold in bulk.
Color: Good.
Flavor: Good.
Texture: Too tough.
Remarks: Marshmallows were too tough. They ate as though too much gelatine had been used.

We Are Sorry

Our August Issue contains an article entitled "Colors For the Confectioner." In some manner the author's name was omitted. Credit for authorship of this excellent treatise on Food Colors is due Mr. J. A. Ambler, Associate Chemist, Carbohydrate Division, Bureau of Chemistry and Soils of the U. S. Department of Agriculture.

We are happy to advise our readers that other articles by Mr. Ambler will be published in THE MANUFACTURING CONFECTIONER in subsequent issues.

Eric Lehman Says:

Give the Marshmallow a Chance

STRANGE to relate, many of our retail stores have overlooked one of the best summer-selling confections produced—marshmallow. In their store windows they display jars of hard candy, jelly and gum goods but—marshmallows? not a trace of them! It is quite obvious that our wholesale houses need to "jack up" the jobbers and their salesmen. A little intensive "pushing" and the neglected marshmallow will find a place in the summer display with the other important items. Give the marshmallow half a chance and it will show some very nice returns during the hot months.

Often times the well-meaning but poorly advised retailer will display a large pan of marshmallows in his showcase. But the hard, dry, fly-specked and dusty merchandise usually found in such instances is not apt to help him move his stock of marshmallows. Certainly it would be most surprising if such a display did help his sales. The appearance of the marshmallow contributes in large measure to its demand. They keep best when packed in airtight tin cans and glass jars. You have to tell the retailer these things and unless you do the sale of your product will suffer.

Marshmallows can be such a delightful and delicate eating confection—and oh, they can be so distasteful, too. I found examples of both among the many packages examined this month. The fact that a marshmallow is such an easy confection to make is, no doubt, the reason why so many *try* to manufacture undipped marshmallows. Unless your factory has a department properly fitted up with a starch drier and starch cleaner and also an air conditioned room in which the marshmallows can be handled and packed in the proper way, do not attempt to make them. It just can't be done regardless of how good a formula you may have. This is one piece of candy that is 25 per cent formula and 75 per cent conditioning and equipment. Producing marshmallows for dipping in chocolate is simple enough but to make a marshmallow which is to be sold undipped is another matter altogether. Unless you have the facilities to go after this business on a large scale, don't attempt it at all. It would not pay you to install a department for making such confections.

With very few exceptions the old-fashioned gum marshmallow or true marshmallow is rapidly passing out of the picture. Marshmallows made with gum and good egg albumen are a fine, delicate eating confection. Of course, this type cannot be sold for 25c or 39c per lb. Such marshmallows can be had in a few of the better grade retail stores. They come in tin boxes and sell 4 ozs. for 25c.

Toasted marshmallows and white cocoanut marshmallows make an excellent summer candy. I feel that some of our wholesale houses are passing up considerable business by not putting out a half pound or pound package of assorted marshmallows—toasted, plain, and with some white cocoanut pieces.

Ten cent packages of marshmallows have proven to be good sellers. The packages put up in transparent cellulose are very attractive and sell readily. Such packages have the advantage of keeping well in this type of wrapper and of being easy to handle.

Your Package and Its Label

(*Continued from page 37*)

"Small piece" and "half portion" assortments can advertise their special merits on the label; candy slogans can be widely circulated by means of both labels and display cards. Not so much "Eat More Candy" but "Eat Candy Wisely" is the new keynote, and better than an apologetic attitude is the scientific approach that is educating the public to a new appreciation of those benefits to health which can be obtained from sweets and from sweets alone, and laying the ghost that is always rising in some new form to warn us that everything which is pleasant is sinful.

The home of Whitman's Chocolates in Philadelphia

Controlling Production for 20,000 Outlets

By WALTER COLLINS

THE Stephen F. Whitman Company of Philadelphia, one of the world's largest manufacturers of high grade packaged candy, distributes its products through approximately twenty thousand dealers. The company makes 146 different sizes and types of packages. The demand for the various units changes from day to day making necessary a highly flexible production schedule, which is broken down as follows:

The shelves are cleared on January 1st and a forecast is made for the entire ensuing year based on the previous year plus a normal increase or decrease as the case may be. Monthly production schedules are then made up which take into account seasonal variations. On the first of each month the monthly schedule is divided into four weekly divisions based on an analysis of deliveries to be made and on the productive capacity of the various departments into which the factory is divided. Finally the weekly schedules are split into daily quantities for each department, and are allotted through an inter-departmental record system by which each department orders its requisite materials for each day from other departments.

Production is divided into twelve major divisions as follows:

1. Jordan almonds
2. Hard candies
3. Cocoa and chocolate powders
4. Carmels
5. Marshmallows
6. Chocolate syrup
7. Nougat
8. Bonbons
9. Assorted chocolates
10. Bar goods
11. Specialties
12. Solid chocolates

Orders Classified

Each departmental manager receives from the factory manager weekly and daily schedules of the total quantities he must produce and also individual itemized orders from other departments. The daily orders are made out on "original" and "continuation" blanks, the later being used when more stock is required than can be produced in a single day. These production orders giving the following information: date; name of material; lot number; total quantity of order; number previously finished; number finished today, from department; to department; amount received, date of receipt; storekeeper. Production slips are made out in duplicate, one copy being sent to the producing department while the other is retained by the ordering department. Each of the thirty departments is designated by a letter or a combination of letters.

Every one of the 146 packages is designated on the Whitman order blank by a combination of three letters. As the orders come in from the salesmen throughout the country they are tabulated and classified in the production of manager's office according to the twelve divisions and passed on to the departmental heads as factory orders. Copies of the delivery slips for completed work are received at this office, where a monthly graph is kept from day to day showing the relation be-

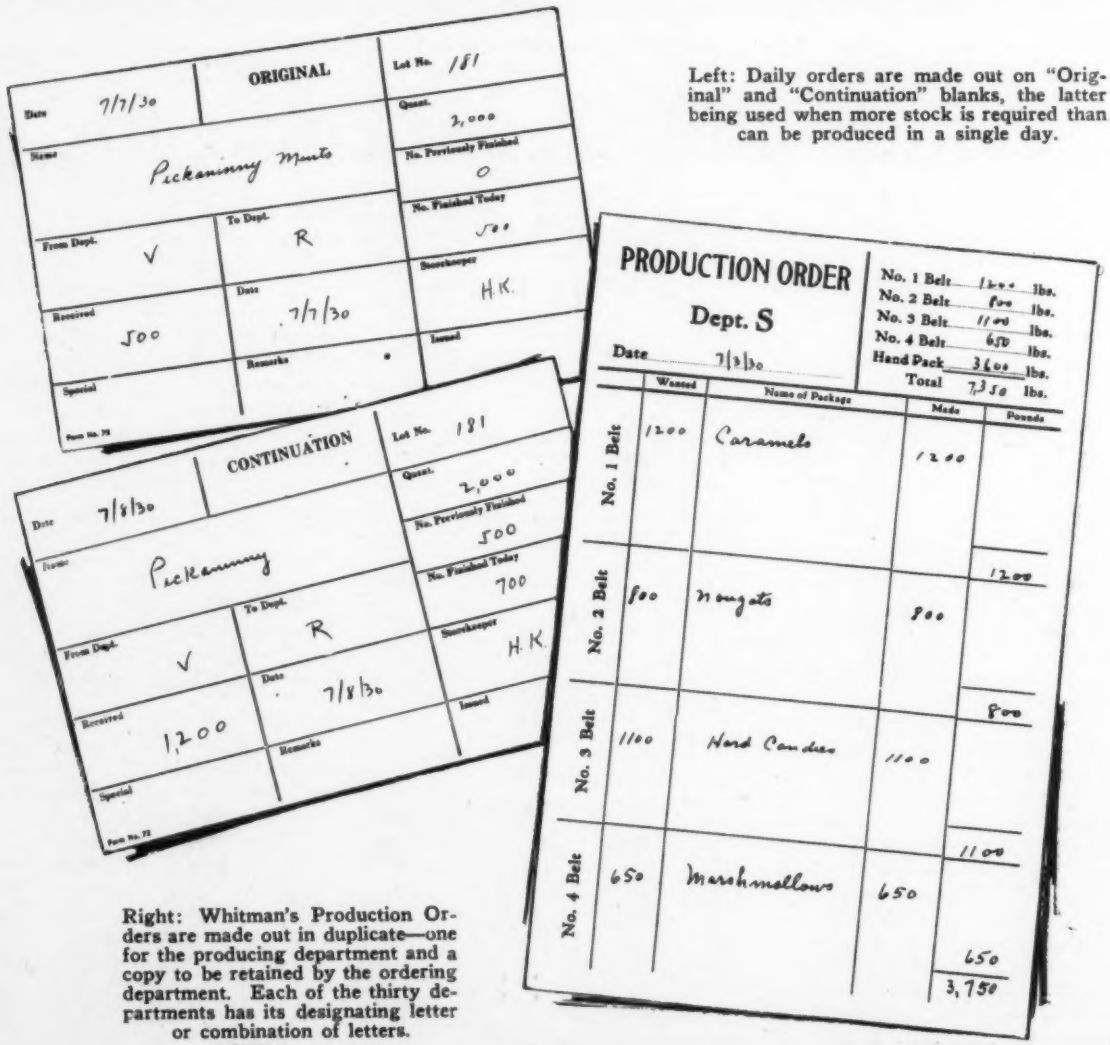
tween production and orders received. In the operation of the factory it is endeavored to keep these two lines as nearly together as possible, and the flexible schedule facilitates this coordination. Of certain of the items, notably the Whitman Sampler or assorted chocolates, which comprises a major part of the total production, an advance stock is kept to take care of any unexpected increase in orders which might crowd production facilities. Production is thus kept more or less steady despite day-to-day fluctuation in orders.

The following names give some idea of the variety of assortments now being manufactured by the Whitman Company: Sampler; Prestige (a striking gold and black trunk shaped metal box); Fan Shaped Box Chocolates; Pleasure Island Package (a special tray of chocolates with two treasure bags); Fussy Package (a combination of chocolate covered whole nuts and nut combinations); Pink of Perfection Chocolates (tied with ribbon); Bonnybrook Milk Chocolates; Salmagundi Chocolates (art metal box); Fruits and Nuts Chocolate Covered; Chocolate Covered Nuts (chocolate covered whole nut meats); Cloisonne (metal gift package); Madame Lebrun Chocolates; Library Chocolates; Campus Chocolates (with names of colleges on box); Standard Chocolates (an assortment of creams and nut and hard centers); Standard Bon Bons and Chocolates; Joy Box Chocolates. To handle the daily requirements of so diversified a line for national distribution demands a "system," foolproof and efficient.

Sectional Preference a Factor

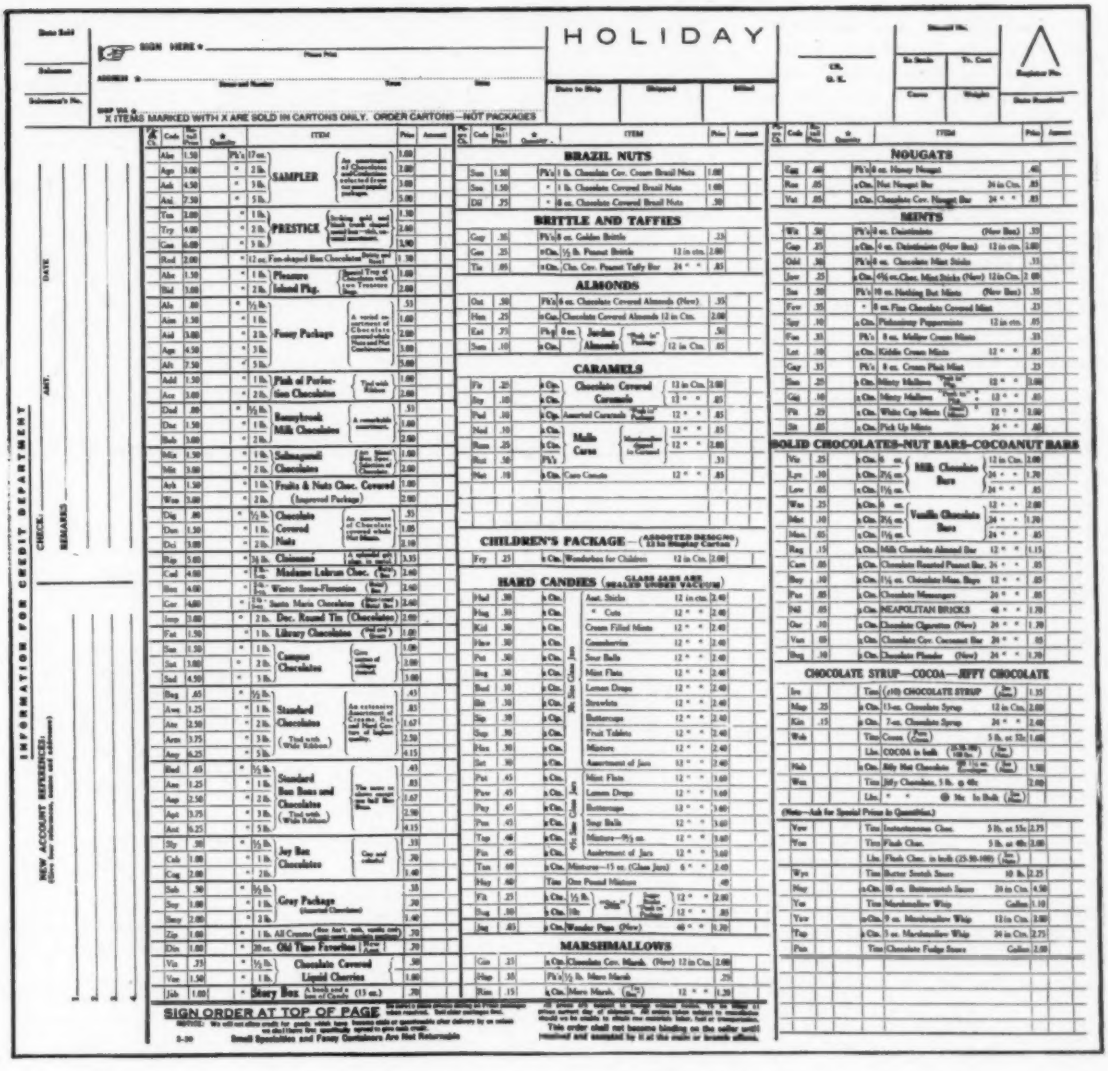
The company finds that certain packages sell heavily in some states and sections of the country, with other packages leading in other parts. Their line is built up to supply the widest demand in both the metropolitan and rural districts of the sales territories. the country is divided into ten sales divisions each with a divisional manager and about eight salesmen under him. Comparative records are kept of divisional sales and these are used in forecasting production schedules and in checking the efficiency of the sales force.

The executive control of the company is simple, being vested in the president who is also director of sales, and in two vice-presidents one of whom has charge of production



Left: Daily orders are made out on "Original" and "Continuation" blanks, the latter being used when more stock is required than can be produced in a single day.

Right: Whitman's Production Orders are made out in duplicate—one for the producing department and a copy to be retained by the ordering department. Each of the thirty departments has its designating letter or combination of letters.



The Whitman order blank. Each of the 146 packages in the Whitman line is designated by its code—a combination of three letters.

and the other of advertising, and in the secretary-treasurer who handles the financial and bookkeeping departments.

Coordinating Production With Sales Requirements

Describing the coordination between the purchase of raw materials, production and sales, C. F. Cole, production manager of Whitman's, said, "The close tie-up which we have between production and sales is made possible by the accuracy of our sales forecasts based on previous experience and on our knowledge of general business conditions. This is especially important in the candy business because our goods must be fresh and we cannot maintain large advance inventories of packages. By our weekly and daily adjustment of production forecasts we keep pretty close to sales requirements so that most of our packages are shipped within a few days after they are made up. We have built up our business largely on a reputation for freshness and quality, and this has been possible only by our accurate control and daily check of goods produced in each of our thirty departments.

"Through our inter-departmental order slips each department becomes more or less an independent operating unit. Our Nut Department, for instance, may have orders for nut centers from half a dozen other departments which make up packages in which nuts are used. When the order is received each manager schedules it for fulfillment and the department which gave the order is notified of the time of completion."

Educating Dealer and Consumer

The Whitman Company is engaged in an extensive campaign of dealer education which is conducted largely by the salesmen. Describing the objective of the campaign, the sales manager of the New York office said to THE MANUFACTURING CONFECTIONER representative:

"We are trying to educate our dealer outlets through direct sales

contact and through our consumer advertising. On the consumer side we are featuring in our national advertising the inside composition of our candies by showing illustrations of cross sections of every piece which the Sampler contains. In this way we are creating an idea that the quality of the materials inside is as high grade as the appearance of the candy and the box lead one to expect.

"This advertising which is a distinct departure in the candy business, focusses public attention on the composition of the box and on the centers which form the real basis of the selling appeal. The copy in one advertisements says, *'The artist we think has proved that the inside of the candies in the Sampler is at least as attractive as the outside. Certainly its popularity depends upon the rare and fine ingredients and the careful workmanship we lavish on the hidden parts. Samplers are sold wherever you see the Whitman sign —usually the leading drug store. Consult "Where to Buy It"—the Bell Telephone guide. Whitman's can be delivered at once by wire through any telegraph office!'"*

The dealer educational work involves mainly an effort to get dealer salespeople to familiarize themselves with the contents of the various Whitman packages and to give the customer the special combination which he requires. "It is often difficult to get intelligent sales service for our candies even though we have the most representative confectionery stores as distributors," said a Whitman sales executive. "We find that when a customer selects a certain box and asks about it salespeople will say, "Oh yes, this is good" or "Yes, that's a very popular box," and will sell the package without any knowledge of what sort of candy the customer desires. The customer doesn't stop to question. He takes the box and then if the assortment doesn't please him, he unconsciously blames the company for putting out a second rate product."

We are trying to get our sales people to obtain at least a general idea of what each package contains and to inquire what kinds of candy the customer prefers before showing him a box. A list of the candies included is printed on the back of every package we make and we are trying to get our salespeople to ask their customers to read the list before making a purchase. This should

Displaying the candy's "innards" is a distinct departure in confectionery advertising, which Whitman has carried on effectively. This page "ad" appeared in the Saturday Evening Post in full colors and in black and white in a number of other national publications.

gradually obviate the sort of blind buying which is based on the appearance of the box rather than its contents, and which usually brings dissatisfaction.

Finding the Best Seller for a Particular Market

"Our boxes have been made up very carefully to meet the various requirements of taste which we have found in different sections of the country. The boxes that sell best in the Middle West are not as popular in the Far West and those which go best in New England are not as popular in the South. Our salesmen try to educate the dealers in the sales demands of their sections and to train them to handle our line intelligently. Frequently we find that a certain package which a dealer has neglected to stock becomes a best seller. With dozens of different packages to select from it naturally takes time and effort and experiment on the part of dealers to develop their local demand in the most productive way. Our salesmen help them to do this by analyzing their sales and their methods of selling, and by giving them information as to what other dealers are doing in the territory."

Whitman makes a point of getting dealers to deliver every package in perfect condition with the transparent air-tight covering unbroken. Great care is exercised in packing and shipping of the goods, the Company having built its business on the exceptional appearance of its boxes as well as the quality of their contents. Salesmen emphasize to the

dealers that the men and women behind their counters, as far as the public is concerned, are Whitman's and that the public's impression of the Company is determined by the service these salespeople render.

Dealers and Locations Carefully Selected

"Our dealers all have excellent stores which enjoy an enviable reputation in their communities," said a Whitman sales executive. "They appreciate the widespread goodwill accorded the Whitman name and in most cases do all they can to protect it and to give it adequate sales representation. All of our salesmen have fixed territories and are in close contact with the dealers.

"Each dealer keeps a record of his Whitman sales broken down by packages. The salesman gets a copy of this record which is filed at his district office where the district totals are made up and analyzed.

"Territories are designated according to population and workability. Dealers are selected because of their character and reputation as business men and for the location of their stores. All Whitman dealers are centrally located in good sections of the city or town where girls or women can go at night unchaperoned without fear of being molested."

Packaging Plays Important Role

Each Whitman package is specially designed to represent both the contents and the idea presented in the name of the box. Whitman executives attribute much of the success of their products to the attractiveness of the Whitman boxes. The Sampler is probably the best known candy box in the world.

The Company's sales force is instructed to develop an intimate tie-up between the Whitman national advertising and dealer salesmanship. Dealers are instructed as to the nature of the campaign and are asked to feature the packages which are illustrated and described in the advertising. Leading national magazines such as the Saturday Evening Post, American, Cosmopolitan, National Geographic, Vogue, Vanity Fair, House and Garden, Harpers' Bazaar, and the Red Book are used. A large part of the campaign, for which more than $600,000 is being spent this year, is given to the promotion of the Sampler.

The Pennsylvania Drug Company, operating ten stores in and near New York, is one of the Whitman dealers. They sell a large volume of their candy annually. The candy buyer for this chain says that Whitman's, through the national advertising, is known all over the country. "In our two Pennsylvania Terminal stores," he added, "we serve people from every state in the Union who buy candy for gifts. The Whitman Sampler is usually our best selling package. We find that those who want Whitman's always ask for a certain package, showing that they remember the name and probably buy it regularly. Buyers of high grade packaged candy, we find, usually stick to one brand as in the case of cigarettes. However, many of our customers buy various packages of the same brand. We carry a dozen Whitman packages, including Fussy Package, Bonnybrook Milk Chocolates, Prestige, Salmagundi and Library Chocolates. We usually keep a dozen packages of each on hand and when the stock gets low we get another delivery in a few hours.

"We handle several other leading brands, including Maillard's and Sherry's, and one of our windows is always given over to them. We carry no bulk candies and find the demand for packages increasing each year, especially in the terminal stores where people use them for gifts when visiting. All our salespeople are instructed about the various brands and packages but usually they are not asked for suggestions because customers know what they want and ask for it. The results of national advertising are shown by the increase in the number of buyers who name their packages."

Close Cooperation Between Salesmen and Dealer

The Whitman salesmen work in specific territories on a monthly quota basis. Meetings are held weekly to discuss and review the various sales records, which are classified and tabulated by territories and by packages. Copies of the records are forwarded to the factory, where they form the basis of the production forecasts. Prizes are offered from time to time to stimulate the men. The work of obtaining dealer cooperation in display and in pushing the line is carefully outlined, each salesman formulating his own promotion plans and conferring with the sales manager on ways and means of effecting them. The sales record of each dealer is studied with regard to the time required to sell his allotment of each package. An effort is made to get dealers to buy small amounts frequently so that the candy may always be fresh. The quick delivery service rendered by the district office makes this possible.

Whitman salesmen pay special attention to education of their dealers in window display. They seek to have the displays built around the packages which sell in stores located in first class hotels and in the exclusive shopping districts. The salesmen endeavor to analyze the patronage of their dealers and make recommendations for stock accordingly.

In contacting the 20,000 dealers throughout the country many special problems and opportunities come up in connection with promotion of the line. Territorial managers are given full authority to discontinue certain dealers or to take on others. Each territory is mapped out according to population and enough dealers are appointed to give convenient service in each locality.

Necessity—Mother of Invention—has been the goad which forced the gradual development of this highly effective yet simple method of controlling production for the Whitman line. Time has proven its practicability.

Showing gum drops, fruit balls and nuts packed in the new Hyguloid container

And Now—Semi-Rigid Transparent Containers

THE unprecedented demand for transparent cellulose and others of the "visible" variety of packing materials was bound to arouse some fertile brain to the potential market for a container having similar characteristics but in addition possessing a degree of "body" or rigidity not to be had in any of the available transparent materials except glass.

In last year's September issue of THE MANUFACTURING CONFECTIONER we published an article, "Visibility, Plus—." Its subject was the use of glass in candy packaging and it suggested to the manufacturer, possible uses for this material other than that to which it had been commonly applied—namely, the packaging of hard candies.

To an alert mind this may have suggested the germ of an idea: Why not a transparent container *semi*-rigid in character, and *unbreakable?* Perhaps this thought occurred to many of our readers at the time.

It is a coincidence pure and simple, but nevertheless further evidence that great minds *do* run in the same channels, that just such a container is being developed and perfected at the present time. Hyguloid—pronounced "Hí-ju-loid"—a product used for years in the medical industry for various pharmaceutical preparations and made by the Hygienic Tube Company of Newark, N. J., is being experimented with with encouraging results.

The material is a synthetic substance, transparent, and nearly water-white in color, odorless, tasteless and inert in every respect. It can be colored or made opaque as desired. The containers so far produced are tubular in shape, seamless, light in weight and flexible, but capable of with-

standing considerable rough treatment. In addition to the fact that breakage in handling and shipping will be eliminated, the light weight will make possible substantial savings in freight and express charges.

In shape, the larger containers resemble ordinary tin cans. Similarly the ends which are of enameled tin plate are double seamed or crimped as in the case of the ordinary can.

After this new container has come through every possible test under actual conditions and can be offered in quantity, the confectioner will undoubtedly find that he has another aid to *better* packaging. Looking at it dispassionately it appears to be a type of container the industry has long needed.

Packaging—

Here, There and Everywhere

(*Continued from page* 40)

What kinds of candies will the future aerial candy counter carry? With weight at a premium, no doubt marshmallows and other light varieties will be favored, and wrappers and containers will be of the lightest weight possible. Every pound saved means a pound of pay-load added. Airships and airplanes watch the weight of every item of equipment. Perhaps aluminum, standby of the aircraft maker, will also hold the light candies craved by the air traveler.

* * *

The value of a special package: When Stephen F. Whitman's made their first efforts to cater to special tastes, about 1905, a special green package was devised, called "A Fussy Package for Fastidious Folks." This was filled with all hard-center candies, on the theory that some folks did not care for soft creams. When fancy chocolates were bringing 80 cents a pound, this box sold for $1.00, and it did much to establish Whitman's. It is still being made and sold. This concern has largely developed this idea of a definite article for a definite market, suiting its packages to the appeal. It is related that during the last war the government eliminated all fancy packages, to save expense to standardize production. Mr. Walter P. Sharp, then president of Whitman's, went to Washington and made a moving appeal to save his Sampler package. He contended that this distinctive package was worth more to the company than all the bricks, plant and machinery, and so impressed the authorities that he was allowed to retain his package, in which so much money had been invested, in advertising, etc. Whitman's are said to sell an astonishing amount of high grade candies, even in the small towns, and especially in the South. The company believes that much of its success is based on its distinctive packages and specialized appeal.

* * *

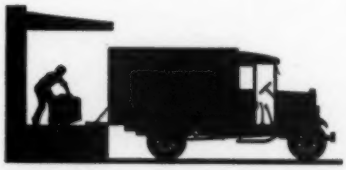
What some automatic wrapping machines do:

Bar wrapper: Wraps in foil, then in waxed or glassine paper, place a printed band or label around the piece lengthwise, pasting the seam, using minimum amount of paper, at rate of 60 per minute or more.

Taffy wrapper: For Salt Water Taffy, round stick candy, etc. Taffy is fed to machine in rope form; the machine sizes and cuts a piece, rolls it in wax paper, and twists the ends neatly, all pieces being accurately sized. All this at the rate of 80 or 90 per minute.

The wax paper wrapper and sealer: Wraps cartons and boxes in wax paper, heat-seals the seam and folds in ends, at 65 packages per minute.

The large bar wrapper: Used for the popular 5 cent bars, uses foil and waxed or glassine paper fed from rolls, cut to required length by machine, places the label around the piece, and seals the seam, at 75 per minute or even faster. It is readily adjustable for different sizes. A small size, for penny pieces and small flat bars such as are distributed in vending machines, wraps up to 120 per minute.



Batteries of hard-candy machines string candy beads on a string, in various factories—16 inches of beads for a penny.

In Luden's factories machines turn out the cough drops by the million, while other machines make the boxes, form a wax inner lining, and fill the boxes. William H. Luden started forty-five years ago in his mother's kitchen, and built an enormous business largely on penny sales. He has never used anything but sugar and syrup and pure flavors, using no substitutes or fillers.

* * *

In 1827, according to G. A. Jarrin's The Italian Confectioner, chocolate candy was made with the chocolate inside, being dipped in syrup boiled to the feather. Egg comfits were made of gum paste in molds about the size of an egg, made in halves and dried, and usually filled with imitations of fruits.

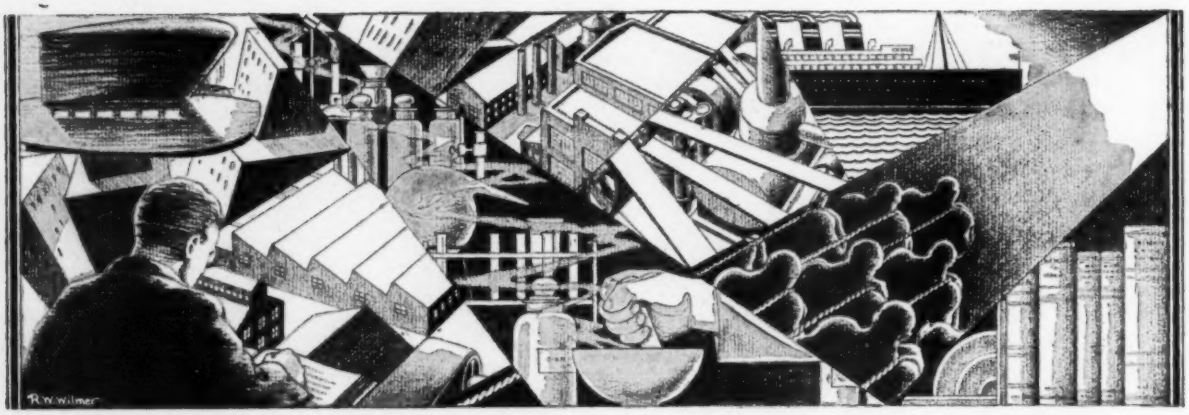
"In Paris," related the author, "they put in a number of nicknacks, little almanacks, smelling bottles with essences, and even things of value, for presents." The two halves were joined with the paste.

* * *

An Old-Time Recipe for "Sugar of Roses":

"Take red Roses of the deepest color, pick them well, and dry the Leaves well in an Oven, then pound them to Powder, and sift them: Put a Pound of fine sifted Sugar into a Pan, and with as much Water as will wet it. Then set it over a Chafing-dish of Coals, and boil it 'till it be Sugar again: Then put to it as much of the Powder of Roses as will make it of a good red Color; stir them well together, and when the Sugar is thoroughly cold, take it off, and put it up in Boxes."

(From The Cooks and Confectioners Dictionary, 1723.)



Monthly Digest of CURRENT TECHNICAL LITERATURE

Coordination of Package Advertising

By Abbot Kimball. Modern Packaging, vol. 3, p. 45.

IN this age of kaleidoscopic impressions forced upon every individual by the multiplicity of advertising, it is only by coordination of all their publicity that manufacturers can hope to make any lasting impression upon the human mind, whether it belongs to the prospective customer or the dealer whose cooperation is necessary to give the product an even break.

Most of these new means of publicity are telling their story through the eye. With the coming of television, which is not far off, the radio will also be a visual medium. The artist and the stylist today are as important as the writer to the success of a modern publicity program.

The author gives illustrations of the coordination of various publicity media so as to strike a keynote that will in all cases surely identify the product to the consumer. Thus, the design of a coffee container is repeated in other forms of advertising and a stocking box in shades of rose beige is accompanied by leaflets in the same tones. Each impression upon the eye of the observer becomes stronger by being related to the other impressions that have gone before.

This ensemble idea also promotes economy. Obviously, if one design can be used in a dozen different ways, it is cheaper than to have a dozen different designs made. Expense is saved if one motif or design device originated for a package is repeated in advertising in direct mail, car cards, posters and other forms of publicity.

Does Sugar Inversion Affect Pectin Jelly Formation?

By G. M. Cole, R. E. Cox and G. H. Joseph. Food Industries, vol. 2, p. 219.

IT has been claimed that satisfactory pectin jellies cannot be made with glucose or invert sugar, statements being made that inversion of cane sugar causes the pectin to lose some of its jellying power, the amount of loss depending upon the extent of inversion. The authors proved these claims to be incorrect by preparing excellent jellies from corn syrup, as well as from corn sugar (dextrose). An excellent jelly was also made by inverting about 96 per cent of the sucrose before preparing the jelly.

Jelly failures often result from premature jellying. This may be of two kinds, in one case due to the drop in temperature caused by adding the sugar in one portion to the acidified pectin solution, thus momentarily forming a gel around some of the sugar particles and lessening the available jellifying power of the pectin; the other resulting from holding the complete batch too long at a pH suitable for jellying before pouring. This latter type of premature jellying is the most disastrous.

Aside from the inherent setting rate of a given pectin and within the range of acidities satisfactory for commercial jellies, such factors as the nature of the acid, the pH of the batch, the temperature during the cooling period, and the nature and concentration of sugar all affect the setting rate of the jelly. Of these factors, sugar concentration is the most important and jelly failure due to premature jellying becomes more important at higher sugar concentrations.

Premature jellying may be avoided in two ways: by heating only to the boiling point and pouring quickly, so as to shorten the time of contact between the acid, pectin and sugar in the jelly kettle; or, better, by eliminating the acid from the cooking batch, placing the acid in the containers, and pouring the jelly batch upon it. Excellent jelly was made by boiling the sugar and acid in solution together (about 10 mins.) and adding the pectin solution at the end of the boiling period. It is important to avoid boiling the acid and pectin together. Citrus and

apple pectins, both liquid and dry, all behaved similarly in the above respects. (The foregoing may explain certain difficulties sometimes encountered in using pectin in candy jellies.—EDITOR.)

Fumigation: Everybody's Problem

By Stroud Jordan, Chief Chemist, Henry Heide, Inc. Food Industries, vol. 2, p. 305.

COMPLETE and permanent sterilization of nut meats requires the cooperation of every agency handling such products, from producer to consumer. As an experiment, a stock box of nut-topped chocolates was sterilized and placed in the stockroom of a nut shop where moths were to be seen. The experiment was started in June, and six weeks later the box was removed, opened, and examined. One hundred percent infestation was found on the top layer, while only the edges of the underneath layer had been reached. The bottom layer showed no signs of attack.

The moths had either crawled between the top and sides of the box, which is not probable, or deposited eggs around the edge of the cover, so that the larvas crawled in for food as soon as they were hatched. If the retail shop had been free from insect infestation this could not have happened. Even if the box had been sealed airtight it would have been necessary to open it in order to serve from it; if exposed in broken condition, all trouble and expense incurred in the sealing would have been wasted. The goods would surely have been infested, unless sold promptly.

Such results are usually blamed on the manufacturer and sometimes severe complaints and loss of customers result. The situation demands education and cooperation between the manufacturer and subsequent handlers of his products.

Sealing nut meat products in so-called airtight containers has been suggested as an alternative, but not all products that contain nuts may be so handled. The expense of such a process is not to be assumed lightly, because, except for certain periods of each year, the necessity for such expense is not demonstrable.

Rapid Method of Impregnating Fruit with Sugar

U. S. Patent No. 1,717,258 to A. A. F. Rambaud.

THIS patent covers a rapid method of impregnating fruit with syrup. Bleached fruit is placed in a series of containers connected in a manner somewhat similar to the cells of a diffusion battery. Sugar syrup is passed continuously through these various containers from an overhead tank, passing out at the end where it can be concentrated for re-use.

The various containers are kept at desired temperature by being placed in a water bath heated by steam coils. New fruit is placed in the last container in the series and the impregnated fruit is removed from the first container. The incoming syrup and outgoing syrup differ in density by an amount corresponding to about 5° Baumé per container.

Deterioration of Imitation Flavoring Extracts Caused by Decomposition of Esters

By Dr. John Glassford, American Perfumer and Essential Oil Review, vol. 25, p. 179.

IN a paper presented at the convention of the Flavoring Extract Manufacturers' Association in Washington, D. C., May, 1930, the author gave a report on research relative to deterioration of imitation flavoring extracts caused by gradual hydrolysis of esters, i. e., decomposition of the ester components by reaction with water.

In addition to the problem of deterioration of the flavors, this matter is important because the Prohibition Administration requires that most imitation flavors in which alcohol is used shall contain a definite quantity of esters. While esters do form a part of both natural and imitation flavors, modern research has shown that aldehydes and certain other compounds play an equal or even greater part in the production of many flavors. The addition of esters to such flavors to the extent required by the Prohibition Administration in many cases results in the spoiling of a flavor which is more perfect without them and which is still further injured by the hydrolysis of the added esters.

Owing to the hydrolysis of the esters, a flavoring extract which contains the required quantity when prepared, gradually loses them until it no longer complies with the regulations of the Prohibition Administration. The Research Committee of the Flavoring Extract Manufacturers' Association reported on the rate of loss of esters from various imitation flavors under different conditions.

Bergamot Oil

Anon. The Perfumery and Essential Oil Record, vol. 21, p. 83.

BERGAMOT oil is used to a considerable extent in confectionery, beverages, perfumes and medicine. It is obtained from the fresh peel of the bergamot, which flourishes exclusively in the southern parts of Calabria.

Much research has been accomplished in regard to the constituents of the oil and a number of these are mentioned by the author. The color is due to the presence of chlorophyll. Bergamot oil is very liable to adulteration either with terpenes and cheap esters or with the oil of the unripe windfalls or bastard fruit called bergamotella.

There has been much gross adulteration in the past and many endeavors to prepare suitable substitutes. These, however, often lack the substance and naturalness of the original, although they are useful on occasion for cheapening. Linalyl acetate with admixtures has been marketed under various bergamot-like names. It is of varying quality, and its substitution for the oil should be carefully experimented with beforehand.

PROFITS ARE NOW A M

$ $ $ $ $

$ One dollar pays for a pound of good candy. Three dollars more or less buys a theater seat. Ten dollars may represent a pair of shoes, a dozen golf balls, or gasoline and oil for five hundred miles of driving.

$ A dollar is real money . . . to you, to us, to anybody.

$ Just because payrolls are figured in tens or hundreds of thousands of dollars, it doesn't make those dollars any smaller. Every single one of those dollars is real money . . . the same sort of money that buys beefsteaks and radios and sapphire necklaces.

$ The dollars you put into payrolls must bring back more dollars . . . else you would do better to buy a new car or a radio with them.

$ This year there is a big opportunity to make payroll dollars go farther and accomplish more.

$ A dollar of payroll saved is a dollar of profit.

BAUSMAN DECORATORS

$PELL PROFIT$

National Equipment Company

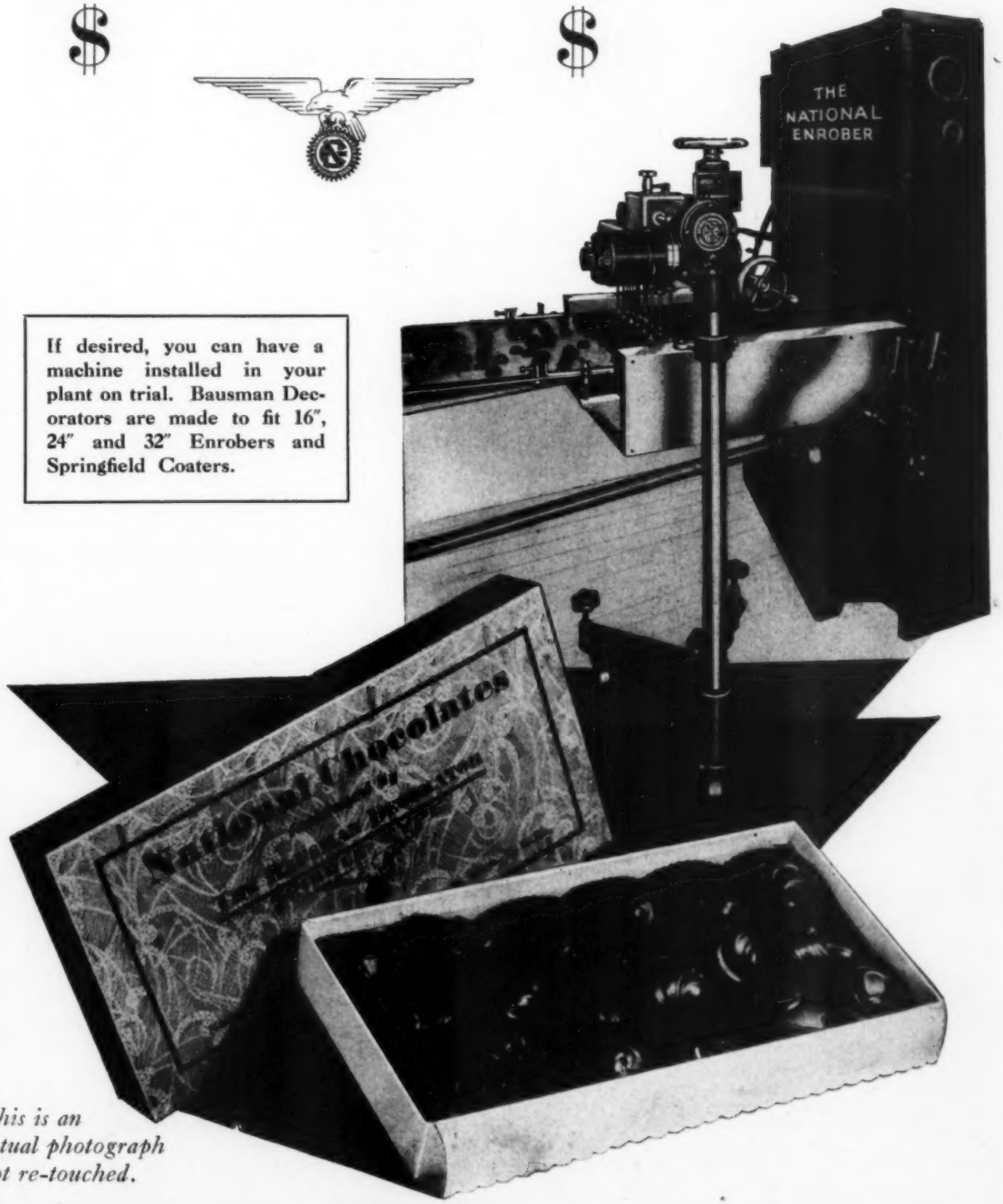
Springfield, Mass., U. S. A.

Follow The

A MATTER OF ECONOMY

$ $

If desired, you can have a machine installed in your plant on trial. Bausman Decorators are made to fit 16", 24" and 32" Enrobers and Springfield Coaters.



This is an actual photograph not re-touched.

National Trail

Coloring and Flavoring of Boiled Sweets and Rock

By E. J. Clyne (Cooke's Mirror Mints, Ltd., Blaby, Leicester). Food Manufacture, vol. 5, p. 104.

THE author discusses the relation and harmony between color and flavor in various kinds of hard candy; in many instances combinations of color and flavor are a matter of habit built up by long usage in the trade, whereas in other cases there are inherent relations.

Many synthetic essences are much more volatile than others and great care and discrimination should be exercised before deciding on a synthetic essence as against an extract, although the former may be much cheaper. Highly concentrated flavors are considered to give better value than those of lower concentration, even though bought at a higher unit price. The flavor in hard candy, toffee, etc., does not come out fully until the candy has matured for a few days; for this reason it is advisable, when testing a new flavor, to keep a sample of the product bottled for a week, when it should be tested again.

It is important when using colors to make them quite "smooth"; otherwise, particles remain undissolved and will give a distasteful appearance to the final product. Powdered colors should be mixed into a paste or liquid of uniform strength and should be mixed for some time before they are required, thus giving them time to "mature" and eliminating trouble caused by specking.

Colloids and Their Importance in Foods:

Part 3, Carbohydrates. By D. W. Clayton (Crosse and Blackwell, Ltd., London), Food Manufacture, vol. 4, p. 350.

CERTAIN carbohydrates, notably the starches, dextrins, gums and agaragar ("Jap gelatine"), are typical colloids and are of great importance in the chemistry of foods (including candy). They are emulsoids, swelling in water and yielding viscous "solutions."

Dry starch granules swell in cold water and the swelling is intensified by heating the water. However, the granules of most starches swell but do not burst in boiling water, potato starch being a notable exception. In general, starch solutions after boiling contain clear granules filled with fluid. The gelatinization during heating is not a sudden phenomenon, but represents a long and gradual conversion. Recent research shows that it is the non-disintegrated starch granules that regulate the viscosity of an ordinary starch paste, i. e., the viscosity is that of a suspension (of swollen starch granules) rather than of a colloidal solution, as in the case of gelatine.

Agar-agar is a Japanese sea-weed product which swells in water and dissolves on heating to boiling. On cooling, a 1 per cent solution will set at about 122° F. to a very solid jelly, which only melts above 194° F. The jelly is characterized by pronounced syneresis ("bleeding").

Cocoa Butter

By W. Springer, Chemische Umschau auf dem Gebiete der Fette, Oele, Wachse und Harze, vol. 36, p. 165; Food Industries, vol. 1, p. 565.

A METHOD is described for determining, in one test, the turbidity time and the congealing time for fats and hydrogenated (hardened) oils with particular reference to cocoa butter. Fats differ widely in these two properties, and different kinds of cocoa butter show characteristic differences, so that the method can be used in testing cocoa butter for its origin (pressed, or extracted from shells or waste) and the amount and kind of adulteration.

The method is considered to be adaptable to many kinds of fats and oils, but in its present form it is most useful for cocoa butter. Turbidity time is the time elapsed from the moment the oil or melted fat reaches 122° F. until a mark on the apparatus ceases to be visible through a given thickness of the oil. It is expressed in seconds. Congealing time is the time from the moment this turbidity is reached until the determination of the congealing point is completed, and is expressed in minutes.

Increasing Use of Vanillin Alarms French Vanilla Syndicate

U. S. Assistant Trade Commissioner Earl C. Taylor, Paris. American Perfumer and Essential Oil Review, vol. 25, p. 166.

AT a recent meeting of the "Syndicate of Vanilla Planters" held at the French Colonial Union, Paris, considerable alarm was expressed on account of the rather critical situation of the vanilla industry. This crisis was attributed to the increasing use of vanillin. The Syndicate is planning a publicity campaign to popularize vanilla; this is to take the form of displays, advertisements and newspaper articles.

Malted Peanut Butter

U. S. Patent No. 1,756,702 to Joseph L. Rosenfeld, Alameda, Cal.

A PROCESS is described in which the germ of the nut is allowed to sprout under suitable conditions of moisture and temperature. After germination has proceeded to the desired stage (similar to the control in the case of barley malt) the nuts are roasted, blanched, and made into butter in the customary manner. It is claimed that this treatment yields a product with a high content of vitamines and an unusually rich nutty flavor.

Babassu Nuts

By Alam Porter Lee, Oil and Fat Industries, vol. 7, p. 91; Food Industries, vol. 2, p. 226.

THE babassu palm grows abundantly over large areas in Brazil but has not been exploited as fully as it deserves. The oil from babassu nuts is considered at least equal to cocoanut oil for most of the uses of cocoanut oil.

There is a considerable demand in Europe, but exports from Brazil have not yet reached large tonnages. It is estimated that there are some billions of the trees in Brazil. The oil from the nuts resembles cocoanut oil in some respects and, among other uses, is suitable for use as a chocolate fat.

Wrappings for Confectionery

By E. T. Ellis. Modern Packaging, vol. 3, p. 50.

THE author gives detailed descriptions with scale drawings of eight practical types of protective coverings for cartons and candy packets that comply with hygienic conditions.

The types considered are as follows: (1) a transparent type of paper wrapping covering a card chocolate carton; (2) a useful printed paper wrapping for covering chocolate cartons; (3) a transparent paper wrapping to cover the flat pocket packet which is increasing in popularity; (4) a simple type of paper wrapping for peppermint creams; (5) an interesting paper wrapping for a box containing a chocolate bear; (6) a useful and attractive paper band used for chocolate biscuits; (7) a type of wrapping for a half-moon slab or bar of plain chocolate; (8) a type of banded wrapping used for candy cigars. Each type of wrapping is illustrated by drawings which give sufficient details for ready reproduction.

Freeing Candy Making from Accidents

By W. Dean Keefer, Director, Industrial Safety Division, National Safety Council. Food Industries, vol. 2, p. 196.

CANDY making is one of the least hazardous of all specialized industries, both from the viewpoint of accident frequency and accident severity. Investigations of the National Safety Council show that it not only has the lowest accident rates in the food section, among such industries as milling, sugar refining, and dairying and dairy product manufacture, but that its record stands out as one of the best in the entire industrial field.

The accident frequency rate, that is, the number of lost-time accidents per 1,000,000 man-hours worked, for all of the 17 groups of industries that reported to the National Safety Council for 1928 was 24.52; and the average accident severity rate, that is, the number of days lost per 1,000 man hours, for these same industrial groups in 1928 was 2.03. The corresponding accident-frequency and accident-severity rates for the confectionery manufacturing division of the National Safety Council were 11.12 and 0.33, respectively. Despite the low rates for the confectionery industry as a whole, the wide variation in the accident totals reported by various confectionery plants shows the possibility and the need for improvement in certain factories.

One of the most complete reports of accidents in candy factories has been made by the State of New York for the period of July 1, 1924, to June 30, 1928. Out of 33 different causes of accidents which are listed, the leading cause of temporary disabilities was "handling heavy and bulky objects." The author discusses in detail a large number of hazards in candy factories and various precautions and safeguards against these hazards.

Confections Composed of Soft Drinks Frozen on Sticks

U. S. Patent No. 1,743,375 to Harry A. Mundorff, Jr., Wilmington, Del.

IN making a confection composed of a carbonated beverage frozen on a stick, it is necessary to prevent the escape of the carbon dioxide gas from the liquid during the freezing operation. An apparatus is described in which a unit of molds is refrigerated without releasing the pressure until the product becomes solid.

Sweets For Admiral Byrd

The public presentation of a package of candy to one as prominent as Admiral Richard Byrd is indeed a singular occasion. However, that is exactly what happened at a recent banquet tendered the Admiral by the New York Athletic Club. The box shown above, decorated with penguins and an Antarctic scene, is the one presented to him.

Except for the designs which were executed by Majorie Alter Kahn and the silver trimmings, the box is a standard Colbee Candidor Regent Package put up by the E. J. M. Colbee Company of New York. The box itself is of African mahogany and was made by Nick Althaus.

Death of George Spensley

George Spensley, outstanding among candy production men in the Middle West for thirty years, was found dead in his apartments in Chicago August 10. He was assistant manager and superintendent of the National Candy Company's Pan Confection factory at Chicago.

Educated as a chemist at the University of Wisconsin, Mr. Spensley brought to the confectionery industry an insistence on precision methods and an abundant faith in the policy of producing quality candies. He was one of the first subscribers to THE MANUFACTURING CONFECTIONER. Ten years ago when this publication was founded he entered his subscription for five years and remained an interested reader until his death. He was a member of Medinah Country Club and Medinah Athletic Club, Chicago. Funeral services were held at Mineral Point, Wis., Mr. Spensley's birthplace, just a few days before his sixtieth birthday would have been celebrated.

Is Your Competitor Really to Blame?

Or are Conflicting Cost Systems that Garble the Facts Responsible for Dwindling Profits?

By F. A. MAGEE

RECENT contacts with executives in the candy industry convince me that the minds of many of them come dangerously near to being closed. In far too many cases there is a lack of interest in progressive measures which, if adopted and put into practice, would better the economic status both of the individual manufacturer and the industry.

Evidently there is much educational work to be done.

Anyone familiar with the confectionery industry knows that no habit is more strongly entrenched at the present time than the habit of blaming competition for whatever evil happens to be foremost in the industrial panorama. Is Manufacturer A losing distribution? Automatically he blames it on Manufacturer B. Is Manufacturer C underselling Manufacturer D? Then D blames C. According to D, C doesn't know his costs, and because of his ignorance he is undermining the market. Of course D assumes he knows *his* costs.

There are a few candy manufacturers who will argue that no cost-finding system possesses any value for them. They believe that competition must establish selling prices and that these prices must be met somehow. Fortunately the big majority of manufacturers realize that to continue in business they must know what it costs them to produce and sell. Yet even among these there is a strong tendency to believe that no uniform cost-finding system can apply to the candy industry as a whole. Each views his conditions as different. Each believes his method must be right, because it is his.

Fifteen years ago when I first started my cost studies with the biscuit and cracker industry I used to hear these same statements. If the candy industry believes in profiting by the experiences of others, it will not neglect to investigate what has taken place in the field of biscuits and crackers since that time. The manufacturing confectioner, who sees no need for a cost system or who can't believe that a uniform system can be installed throughout an industry, will discover some facts that will appeal to his profit instincts. The National Confectioners' Association has already gone rather thoroughly into current cost practices in the biscuit and cracker industry. *It has approved a simple and relatively inexpensive cost system for candy manufacturers which will work in any plant.* So far the only individual manufacturer who has given his close attention to the merits of this system and who has offered to co-operate in winning wider acceptance for it, is the head of a business that is operating at capacity and seems to have climbed successfully out of the rut of price competition.

Uniform cost methods in candy plants would wipe out many competitive practices that now eat up profits, says Mr. Magee. He presents some stimulating ideas here that no manufacturing confectioner should miss.

DECLINING commodity prices and resulting keen industrial competition are today bringing more and more emphasis upon the necessity of efficient manufacturing performance. It is useless to talk about or hope for production efficiency in a business where there is no definite executive control. The candy manufacturer desirous of success should therefore carefully investigate the merits of the revised cost plan as adopted by the N. C. A. and consider carefully the benefits of uniformity of methods in cost finding to the industry at large.

During my contact with the confectionery industry, I have found no two cost systems that are identical in method. I am convinced that if four different manufacturers were to apply their respective methods of cost finding to the same product (assuming the same material cost, same number of pieces per pound, same container cost, with identical production methods and conditions, and with even labor and overhead on a par) the result would be four entirely different ideas as to the cost of the product and four different sales prices with a wide span between the high and low figures.

In explanation of the statement above, may I cite some of the various methods of allocating so-called Factory Overhead Expenses to cost:

(A) A general average percentage to direct labor.

(B) A general average percentage to direct labor plus material.

(C) Departmentalized overhead on percentage of direct labor.

(D) Departmentalized overhead

Needed (and acutely): A Standard Unit for Measuring Costs.

on percentage of direct labor plus material.

(E) General overhead expense per hundred weight of goods produced.

(F) Departmentalized overhead per hundred weight of goods produced in each department.

These are a few of the various methods that can be used. In addition to the lack of uniformity cited in methods of establishing factory costs, one must consider the various methods of determining sales and administrative expenses, which necessarily affect marketing plans and practice.

It is easy for me to understand why each manufacturer lays the blame on his competitors. Each has implicit confidence in his own computations. If we were alone in the industry, his particular method (which might be any one of the mentioned plans) would provide a basis for earning a reasonable profit. However since he is not alone in the industry, his cost figures must in a sense compete with all the other various methods in use. Is it not logical to assume that, with these conflicting methods, commodities showing an attractive profit with one cost system, may be made to appear unprofitable by a different method of cost finding? When production decreases in the industry, reductions are first made in prices on the lines apparently most profitable. Wide variations in methods of computing costs lead to different conclusions which result in bitter, unintelligent competition and a general feeling of chaos, increasing as the period of general business depression continues.

It is true that efficient production methods create wide differences in costs. But price competition resulting from these, I consider clean and legitimate.

ONE common fault I see in many industries is the desire on the part of manufacturers to make a complete line. They try to satisfy every whim of the trade, rather than to concentrate on profitable items that they are equipped to make in quantity. Production methods and organization policies must be left with the individual organizations. However, these two important factors will be naturally influenced by the operations of a uniform cost and executive control system.

Regular comparisons in costs between plants in the biscuit and cracker industry have been made at intervals for years. They have resulted in great savings to the plants co-operating. At first, some hesitancy was evidenced on the part of many executives to submit data for comparison purposes. Confidence grew as resulting benefits were seen. Now it has completely wiped out the fear of revealing cost figures. I look forward with anticipation to the day when candy manufacturers will realize the possible benefits of closer co-operation with each other. This will probably start with activity on the part of a few far-sighted executives who will inevitably be followed by those on the outside as the latter realize what they are missing. It would be a fine thing for the industry indeed if this co-operation could come into effect spontaneously and without delay. Time of course, will tell. I believe the executives I have contacted will soon see the advantages, provided they will lend ear and investigate.

The revised cost and executive control system that the N. C. A. has approved will accomplish much toward general stabilization in the candy industry, provided the individual members co-operate in its use. In articles that follow, I will present the various principles of the recommended system, illustrated by actual problems of the candy manufacturer. I shall be glad to answer in conjunction with these articles any reasonable questions received from readers.

Thank You, Mr. Lucas

The following is part of a letter just received from Mr. H. D. Lucas, author of the article entitled "Ironing Out the Kinks in Hard Candy Production" which appeared in the August issue of THE MANUFACTURING CONFECTIONER:

"It was noticed that you changed spelling of 'Adsorption' to 'Absorption' in my recent Hard Candy Article. The fact that moisture causing hard candy to sweat, is generally a surface condition, and not an internal condition (until candy is broken down by a full grain thus allowing internal moisture penetration and known as 'Absorption') is the reason for characterizing surface moisture conditions as 'Adsorption' rather than 'Absorption.' This term has been in use for past ten years or more to my knowledge, but is not generally understood without explanation."

We plead guilty, Mr. Lucas. Thank you for calling this to our attention.

WORLD'S LARGEST BUILDING

9 miles of corridors
6 miles of plate glass windows facing corridors
Location: Wells st., Kinzie st., Orleans st. and the Chicago river

A WHOLESALE CITY UNDER ONE ROOF

Permanent merchandise displays and every accommodation for the visiting buyer except sleeping quarters

THE MERCHANDISE MART, Chicago, new home of The Manufacturing Confectioner Pub. Co., who will sponsor a Candy Mart and Merchandising Educational Exhibit in connection with "The Confectionery Buyer" Division.

A Candy Mart Planned for World's Greatest Market Place

With the opening of The Merchandise Mart, Chicago becomes the buying center of the nation as well as the distributing center. This wonderful building, a wholesale city of approximately 25,000 under one roof, provides ideal facilities for a candy mart and a merchandising educational service for wholesale and retail buyers of confectionery.. Occupancy October first, 1930.

The following story was published by The Chicago Evening Post in their Merchandise Mart Edition, August 31, 1930

SENSING the confectionery industry's need for education in merchandising and the practical opportunity for the extension of this educational effort that the Merchandise Mart presents, a candy sales laboratory is being installed in this new colossus of market places.

Here on the eleventh floor of the mart will be displayed the quality confections of a limited number of manufacturers together with sales and merchandising equipment suited to various types of retail stores. There will be available, too, extensive files of information covering the best practice in displaying, pricing and layout of the candy department in a retail establishment. This will be at the disposal of all wholesale and retail buyers of confectionery.

Half of Buyer's Job Is Selling

The fundamental idea back of the Merchandise Mart is that the concentration of many lines of related merchandise under one roof constitutes a step forward in wholesaling that is epoch-making in its importance. Such a plan for serving the jobber or retailer will save his time and expense and let him buy more intelligently and will unquestionably make him want to come to market oftener.

But purchasing is only half of a buyer's job. The other half is selling.

"Why bring a merchant to market, sell him what he needs and let him go back home without giving him such education along merchandising lines as will insure his moving his stocks promptly and profitably?" asks E. R. Allured, who has pioneered a comprehensive merchandising educational program for the candy industry. "At the time the merchant buys, the manufacturer and the wholesaler may well put forth their best effort toward showing him how to sell and serve the consumer at a profit."

Profits in retailing are made not by reason of purchasing economies so much as by better merchandising. Every seasoned chain-store executive knows that. This is the keynote of the permanent candy exhibit which brings to the Merchandise mart a constructive educational ac-

tivity that is a very creditable contribution toward better retailing.

Publishers Move to Mart

The idea of creating a candy merchansdising educational center originated with the publishers of the Confectionery Buyer who will move their headquarters from 30 North La Salle street to the Merchandise Mart October 1st. They have pioneered the cause of wider merchandising instruction for the retailer by manufacturer and jobber through practical demonstrating exhibits.

Through the candy merchandising educational center in the mart, the merchant can see exhibits of numerous bulk, bar, penny and package lines of candy and decide which he needs for his store. He can examine various kinds of equipment designed to speed up the movement of merchandise, such as display stands, price and show card holders, and show cases. Neither candy nor equipment is sold. From files of information he can have access to successful sales plans used by other merchants, ideas dealing with window and store display, store layout, personal problems, etc. In short, the merchant visiting the Merchandise mart on a buying trip can go away with many a profitable merchandising idea to help him resell at a profit the candy he has bought in Chicago.

Packing and Packaging Exhibit

Plans are in the making for extending the candy exhibit to include a large container section for the purpose of exhibiting everything which contributes to the packing and packaging of confectionery. For instance, metal containers, paper boxes and seasonable or novelty containers of all kinds; fancy wood containers, cedar chests, fancy baskets; fancy wrappings and paper specialties of all kinds for packing and wrapping confectionery. This department should include exhibits of gift wrappings and instructions in the use of these wrappings and packaging materials.

Exhibits of price card holders and "talking signs" of various kinds will be of service in helping a buyer to complete the little details of the display and merchandising plan which oftentimes mark the difference between profit and loss in a department.

A wrapping and packaging material section will be of service to buyers of many other kinds of merchandise beside candy. It is believed that this section will be very popular with every store manager who visits the Merchandise Mart because we are living in a "package age" when the consumer is very sensitive to the style and atmosphere created by the wrappings or packaging of the products which he buys. The successful store manager today will give very serious consideration to the matter of proper harmony and co-ordination of color and quality in the trade dress of his merchandise.

Chicago Candy Center

The opening of a merchandising educational center in Chicago is both logical and timely when one recalls the fact that Chicago today is becoming more and more the national headquarters of the industry. Here are maintained the home offices of the National Confectioners' Association and the Associated Retail Confectioners. In Chicago and close by are some of the finest as well as the largest candy manufacturing plants to be found. Two of the leading publications in the industry are published here. And now the greatest wholesale marketplace in the world has thrown open its doors with the candy industry very much a part of the picture.

There appears to be a realization within the confectionery industry that candy merchandising practice has remained static for too long a time. Other commodities have developed more or less standardized, but none the less effective, distribution techniques. In the wave of store modernizing, now sweeping the country, commodities that earn less for the merchant than candy appear often to be given the "breaks." Hence the need for organized educational activity to raise the merchandising standard of the candy department, considered by many a retailer as his rent payer.—

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V. L. Price Heads Candy Institute Committee

V. L. PRICE of the National Candy Company, St. Louis, has been appointed chairman of the Candy Institute Committee of the National Confectioners' Association on recommendation of E. B. Hutchins, President of the association. Those attending the June convention of the association in Chicago will recall that the decision to form a Candy Institute was probably the most important single piece of business coming out of the sessions.

Working under Mr. Price's leadership will be the following:

William F. Heide, Henry Heide, Inc., New York City.
George E. Williamson, John G. Woodward & Co., Council Bluffs, Iowa.
E. W. Boehm, Bunte Brothers, Chicago, Ill.
A. H. Steere, Littlefield & Steere Co., Knoxville, Tenn.
H. L. Brown, Brown & Haley, Tacoma, Wash.
E. M. Becker, Edward M. Becker Co., Cleveland, O.
George H. Bunton, George Close Co., Cambridge, Mass.
Horace Ridley, New England Conf. Mfg. Co., Cambridge, Mass.
J. M. Gleason, W. F. Schrafft & Sons Corp., Boston, Mass.
Brooks Morgan, Block Candy Co., Atlanta, Ga.
J. K. Farley, Farley Candy Co., Chicago, Ill.
Chas. F. Haug, Mason, Au & Magenheimer Conf. Mfg. Co., Brooklyn, N. Y.
E. A. Hoffman, Hoffman Candy Co., Los Angeles, Calif.
Leon Sweet, Sweet Candy Co., Salt Lake City, Utah.
L. C. Blunt, W. C. Nevin Candy Co., Denver, Colo.
C. C. Chase, Chase Candy Co., St. Joseph, Mo.
Louis L. McIlhenney, Stephen F. Whitman & Son, Philadelphia, Pa.

The committee, it is announced, begins its work without any preconceived ideas or instructions as to what it should do. It seems likely, however, that since Mr. Price, Mr. Blunt, Mr. Haug, Mr. Morgan and Mr. Brown, in addition to President Hutchins, all expressed views on the convention floor three months ago as to the scope of the research work that should be conducted, that there will be little difficulty incident to laying down a program. Providing the financial means of starting the project will doubtless be one of the first tasks to be undertaken.

HAVE YOU SEEN IT?

The Chase Candy Exposition in Kansas City is showing scores of merchants daily new ideas in candy selling. It's free! You'll not be asked to buy. Come today or tomorrow! Muehlebach Hotel---Mezzanine Floor.

Aug. 8, 1930 CHASE CANDY COMPANY

Chase Holds Exhibit for Retailers

"I THINK when I get back to St. Joseph I'll start planning for a show like this for the retailers in our territory," mused C. C. Chase, vice-president of the Chase Candy Company. That was last March. Mr. Chase at the time was studying the exhibits at the M. J. Cohn Company candy show in Chicago.

Between then and the beginning of summer he did some thinking. In July he wrote THE CONFECTIONERY BUYER that his plans were rounding into shape for a candy exposition at the Muelenbach Hotel in Kansas City during the first week in August. This publication immediately shipped Mr. Chase the merchandising educational display material used at its booth at the Chattanooga convention of the Southern Wholesalers. Some of this material will be recognized in the accompanying photographs of the Chase exhibit.

It was hot in Kansas City the week of the candy show there. Some of the merchants of the surrounding towns and cities decided that it was too hot to do anything but stay at home. Nevertheless there was a fair attendance every day after the opening. Kansas City merchants were especially noticeable, and there was a sprinkling of out of town buyers in response to the two circulars and a reminder postcard that the Chase Candy Company had sent out.

"A large per cent of the people who came merely looked," Mr. Chase told THE CONFECTIONERY BUYER in commenting on the exhibit's success, "but we feel the im-

Corner of exhibit at Chase Candy Company's Exposition at Kansas City. Note the modern self-service candy case in foreground. At the right rear is a poster illustrating the five candy-buying seasons

The exposition did more than show samples of candy. It offered retailers who attended many a profit-making idea. On wall (right) is shown a poster reading, "No candy displays complete without a price card." Samples and prices of Dennison's price card holders. The wording at bottom reads, "There's a price card holder for every display need." This poster was designed and furnished by The Confectionery Buyer

pression made will bring returns later. A show of this sort is very much like advertising. It is difficult sometimes to tell whether or not it pays. We had much material from the Dennison company to use in conjunction with window displays and pamphlets giving complete instructions on its use. We also preached

(*Continued on page 72*)

Cover of folder mailed to merchants announcing exposition

Candy Exposition Daily News

Muehlebach Hotel — Kansas City, Mo. — Monday, August 4, 1930

Merchants Attending Show Find Ideas Worth Thousands

KANSAS CITY, AUGUST 4

Merchants swarmed into Kansas City today from Missouri and the surrounding states for the Annual Market Week. A new feature of this event is a Candy Exposition, showing everything in candy. The Chase Candy Company has arranged an elaborate display of everything in candy in one of the big dining rooms on the Mezzanine Floor of the Muehlebach Hotel.

Today, scores of merchants visited this show and expressed amazement at the large variety, and the many new kinds of candy shown.

More than four hundred kinds of candy are shown, but the most important part of the display are the new merchandising ideas to increase sales, at no expense to the merchant.

ELMER BROWN, GENERAL SALES MANAGER IN ATTENDANCE

Elmer Brown the General Sales Manager of the Company, is at the Exposition. Mr. Brown has had twenty years experience in merchandising and selling candy—traveling all over the country with the different Chase salesmen. He has created many new ways of attracting the consumer to candy and has a wealth of ideas to give merchants. Mr. Brown is available at this show to any candy merchant, and will be glad to discuss your individual problems. He stated that anyone is welcome, whether they are customers of the firm or not. The talks are all informal, and specific suggestions are given.

Mr. Brown is in Dining Room 4, which is the first room to the right at the head of the stairs.

NEW DISPLAY CASES SHOWN

The new features of two recently developed candy cases are shown. The principles of each of these are different than former cases. One of them is the feeding of fresh candy on top of the older candies, while bags are filled from below, thereby insuring fresh candy and no crumbs. Many new, original ideas and displays such as this are shown.

IT'S COOL HERE

Never in the history of the Muehlebach Hotel have there been as many fans in any one room, anywhere near the size of this one. Cool breezes sweep across this display to delight you. The room on the north side of the building never gets the direct rays of the sun, while large French Windows increase the breeze of the fans.

A brand new, full size, Liquid Carbonic Soda Fountain with Frigidaire is installed. Merchants with candy departments in their stores and their friends are welcome to as many cool drinks as they like, absolutely free of charge.

The new line of fountain syrups and fruits recently perfected at the Chase plant are being demonstrated at this fountain, and this in itself is worth a visit.

The candies are kept cool by artificial refrigeration so that all in all, it will be harder to find a cooler spot in Kansas City than at this lavish candy display.

GIFTS FOR THE LADIES

Another surprise Monday, to the ladies, were the gift packages of cool fresh chocolates in fancy containers. This too is absolutely free to wives and daughters of merchants.

Comfortable chairs are furnished for those who want to rest while the men folks are inspecting the display and learning about the new merchandising methods.

The ladies were especially interested in the new Overnite Bags, which serve as containers for candy this Fall, and the new line of ornamental glassware for the home, which also serve as unique candy containers.

CHRISTMAS CANDIES SHOWN

For the first time Monday, the pre-showing of Christmas Candies took place. Merchants here had an opportunity to see just what is going to be the style for Christmas candies, and will be able to compare the kind shown and the prices quoted with all others. Many new kinds, especially for Christmas, have been developed, some of which are so different as to be startling. The Research and Experimental Department of the Company has been busy since the first of the year developing these, and many merchants said that no where have they seen a more complete and beautiful display.

The opportunity to compare values, styles of packing, designs, flavors, et cetera, has never been offered before in this manner. Any merchant viewing this display has several months head start on his competitors.

C. C. CHASE, VICE-PRES. AND GEN. MANAGER THERE

C. C. Chase, Vice-President and General Manager of the Company was there Monday. Mr. Chase has grown up in the candy business, and has made it a life-time study. Before the new plant was built five years ago, he visited every large candy plant in the United States and Europe for ideas. He has visited in their place of business hundreds of Chase customers, but is attending this Exposition to meet those he has not been able to see before, and to renew acquaintances with those he knows. Monday scores of merchants met and talked with him, and were able for the first time to know the men in charge of affairs at the Chase plant. Mr. Chase says that their business has held up remarkably since the first of the year and a glance at this line of candy easily tells the reason. Mr. Chase expects to be there the remainder of the week to meet and talk with those running candy departments who want to make more money out of them.

TO CONTINUE ALL WEEK

Because of the exceptional interest displayed in the Show Monday, the Company is going to maintain this Exposition the entire week. They will keep open late each night, and will be there until late Saturday night—to give an opportunity for all who wish to see this.

All who attended Monday, left with a different conception of their Candy Department, and many ideas to improve them—at no additional cost.

If you haven't already seen this display, don't miss it! The idea is brand new, and if you don't come something this week, you will miss a great deal.

An Exposition Daily was published to keep visiting buyers interested

EAST MEETS WEST

Riichi Ezaki, Secy. of The Osaka Confectioners' Society, tells Walter C. Hughes, Secy. of the N. C. A., about research plans in the Orient.

Popular in the Far East. Orange and chocolate caramels, packed about 30 to the box.

Japanese Confectioners Study American Methods

Interest in American candy production methods and equipment in foreign lands has received stimulus recently through the visits of a number of Japanese manufacturers to American cities. Among the callers at the Chicago office of THE MANUFACTURING CONFECTIONER within the past week was Mr. Yoshiichi Mori, proprietor of The Niitaka Seikwa Confectionery of Tokio. Mr. Mori's company has been in business 28 years, having been founded by the father of the present proprietor in Formosa. It now operates plants at Taipei, Formosa, Manchuria, Osaka and Tokio.

Mr. Mori says that most of his production is caramels, although some chocolate creams are produced. Average sales are two and a half million dollars annually. The company has 1,000 employees, 800 of whom are girls. Most of the work is done by hand. Mr. Mori's visit to the United States is primarily to buy new machinery to replace hand labor.

Sugar, Mr. Mori says, costs the Japanese manufacturer $9.50 per hundred pounds.

Mr. Riichi Ezaki, President of The Ezaki Company, Ltd., Osaka, calling at THE MANUFACTURING CONFECTIONER offices, explained that The Osaka Confectioners' Society is interested in American research methods. The society will establish a laboratory on his return to Japan. From his description, confectionery is well organized in Osaka. The Osaka Confectioners' Society, a federation, is made up of 30 local associations.

Chase Company Holds Exhibit

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the use of "price and flavor" cards, special sales, 10c sacks, mass display, etc."

The Chase Candy Company manufacture a very extensive line of candies. That being the case, it is impossible for salesmen to carry the entire line with them on their trips. Because of this condition the show in Kansas City served the useful purpose of acquainting merchants with many kinds of candies that had been relatively unfamiliar to them, at the same time demonstrate some practical methods of retail merchandising in a way which is impressive and constructive. This idea of injecting educational features on better retailing into the sample displays by manufacturers and jobbers is sound in principle and modern in its application.

TARIFF COMMISSION TO HOLD IMPORTANT HEARING

Notice that a public hearing will shortly be held before the Tariff Commission to discuss revision of the existing 40 per cent ad valorem duty on candy and on sweetened chocolate (in bars and blocks weighing less than 10 pounds each) has been given by John F. Bethune, Secretary of the Commission. Importers and domestic manufacturers will have an opportunity at this hearing to present their thoughts on the topic.

"It is obvious that the candy industry should be well represented at this hearing," a prominent scientist comments to THE MANUFACTURING CONFECTIONER. The industry should make every effort to show convincingly why the duty may properly be increased. It must be prepared to resist any reduction.

No definite date and place has been fixed for the hearing. As soon as they have been determined 30 days' notice will be published at the Commission's offices in Washington and New York and in "Treasury Decisions" and "Commerce Reports."

Part of Candy Production Club at Dinner. *(Standing)E. R. Allured, James Ekstrom, C. A. Reinhardt, J. E. Clark. (Seated) W. N. Whitehead, H. E. Jones, R.W. Wilmer, D. M. Hubbard, N. E. Karzen, George Alexander, F. H. Streit, H. H. Hughes, F. P. Linne·man, J. M. Schneider, Hobart J. Thurber.*

Chicago Candy Production Club Nears First Birthday

A Group that Is Making Itself a Nucleus of Industrial Growth

AMONG the more significant developments in Mid-western confectionery circles during the past year must be included the formation of the Candy Production Club of Chicago. Still less than a year old, it appears to have established a place for itself rather definitely. Because it is filling a need that candy production men in Chicago are aware of, the club shows every indication of future growth and usefulness.

It was last November that J. M. Schneider, then superintendent of Cushman's Sons, Inc., Chicago candy plant, sensed the advantages of an organization of candy production men. As he saw it, a club formed for social purposes could in time make itself an important factor in the candy industry in Chicago. Although meeting ostensibly to have a good time once a month, it was apparent to him and to the little group to which he explained the idea that these meetings would inevitably generate shop talk, discussions of various phases of candy-making technique and a general exchange of mutually beneficial ideas.

Mr. Schneider was elected the club's first president last fall. W. N. Whitehead was chosen vice-president; F. P. Linneman, secretary and Hobart J. Thurber, treasurer. It was a matter of genuine regret last week when Mr. Schneider resigned because of his removal from Chicago to New York.

Up to the present time membership in the Club seems to have appealed most strongly to young men on the way up in the industry. That perhaps is due to the fact that the Club's growth so far has been natural rather than selective. And that has kept the Club live and enthusiastic. No studied campaign for members has ever been conducted. Resignations and withdrawals have been few. The average attendance at meetings is high. In more ways than one the group possesses the characteristics of a fraternity more than those of a club, as the word is usually understood.

Any effort to describe the Candy Production Club necessarily suggests a comparison between it and the Production Club of the biscuit and cracker industry. This latter organization is much older, larger, and national in scope. Its members are men who have attended the baking courses at the industry's Technical Bureau at Dunwoody Institute, Minneapolis. Their influence on baking practice has been so marked as to be a matter of familiar comment for years, and their achievements may well inspire the candy industry. That the Candy Production Club of Chicago will in time make itself a factor influencing the wider spread of technical knowledge can scarcely be doubted. Nothing could be more logical than that the committee in charge of the industry's Candy Institute should co-operate with and utilize such organizations as the Candy Production Club in Chicago in starting its project.

As time brings its inevitable changes in the ranks of the candy industry new men will pass into positions of authority. Rule of thumb habits will give way more and more to scientific methods. And youth will be served. Unless candy is different from most industries it will show a disposition to place responsibility in the hands of younger

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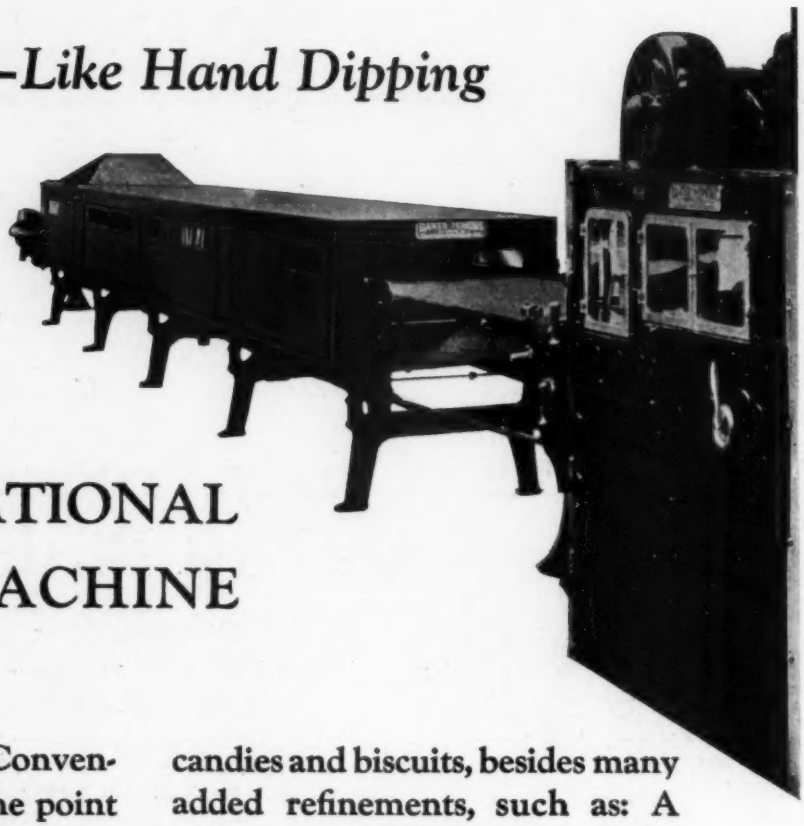
FULL COATING -

A *New System—Like Hand Dipping*



THE NEW B-P INTERNATIONAL COATING MACHINE

Visitors at the Chicago Convention were impressed to the point that many spoke of it as — "far ahead of the field".

The New "International" Coater embodies all of the best features of standard coating machines for candies and biscuits, besides many added refinements, such as: A greater range of adjustment. The dual principle of a coating, or dipping bath, as well as a curtain bath. And many others, all of which will be fully explained to those requesting information.

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Special Chocolate and C

- HALF COATING

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Built to the same high standard that has made the name Baker Perkins so well and favorably known among bakers and confectioners.

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d Confectionery Machines

Chicago Candy Production Club Nears First Birthday

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men who have proved an aptitude for production control and management. That such fitness will not come entirely from the sort of knowledge that is gained during the working day in the plant, can scarcely be doubted. Some of it will be gained through contacts with other candy production men and through the exchange of experiences with them, in just such organizations as the Candy Production Club. Much of it will be gained through the supplementary work done in connection with the Candy Institute once it has started functioning. In focusing the interest of men in the industry on the common ground for technical advance that their daily jobs provide, organizations such as the Candy Production Club of Chicago are clearing the way, in a sense, for effective work on the part of a Candy Institute.

No implication is intended here that the Club in Chicago has planned or embarked on any ambitious program of technical study or discussion. So far the Club's aims have been almost exclusively to promote good fellowship among men whose work gives them common interests. Nevertheless the writer has heard more than one informal discussion of production problems among members that has brought clearer understanding and wider knowledge in its wake.

Meetings are held on the first Monday of each month. During the last winter and spring the Club met at the Evanston home of Hobart J. Thurber of the White Stockes Company where Mr. Thurber fitted up a club room. More recently the Club has used the Midland Club through the good offices of Walter C. Hughes, Secretary of the N. C. A.

The membership of the Chicago Club is: J. M. Schneider, W. N. Whitehead, F. P. Linneman, H. J. Thurber, James Ekstrom, C. A. Reinhardt, H. H. Hughes, Leonard Coates, N. E. Karzen, J. E. Clark, George Alexander, Harry Simpson, F. H. Streit, R. W. Framberg, E. R. Allured, N. H. Smith, H. E. Jones, Murray Hartstein and Alex Fisher.

Chicago Candy Day a Good Time Plus

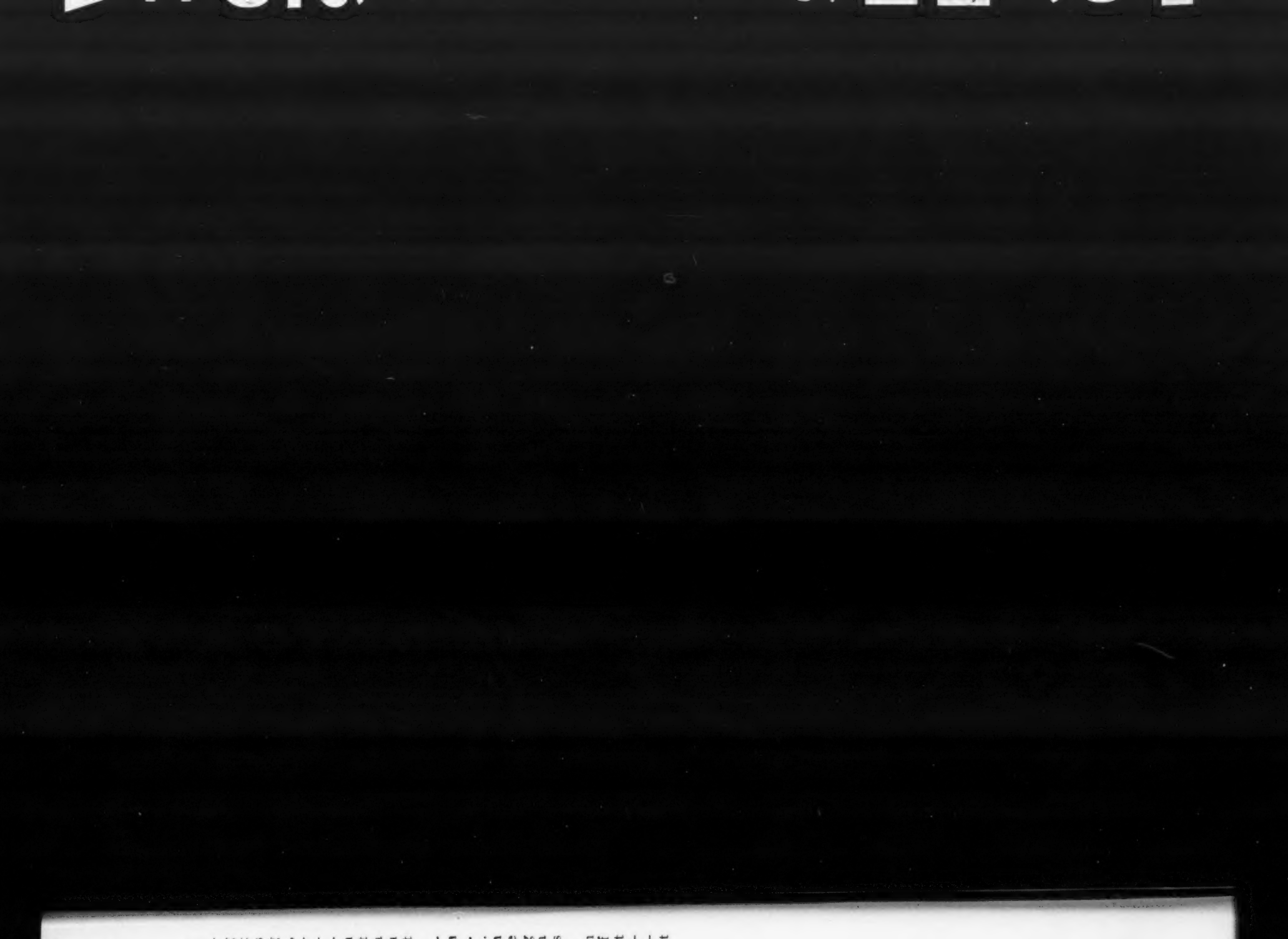
WITHOUT soliciting either advertising or donations of money the Chicago Candy Club, composed of manufacturers' salesmen, put on a Candy Day outing this summer and showed a net profit of nearly two hundred dollars. This announcement, made at the meeting of the Club at the Sherman Hotel, Sept. 9, by Lon Bencini, entertainment committee chairman, was received with satisfaction and enthusiasm. The spirit and co-operation that made Candy Day, held August 21, a success, will make the Club a factor of increasing importance in the future, several speakers said at the meeting.

A committee composed of Gordon Raymond, Al Amos and Sam Hallstrom will work with H. J. Thurber, J. E. Clark and W. N. Whitehead of the Candy Production Club and a group representing the manufacturers in Chicago in making 1930 Sweetest Day in Chicago a more important event than it has been in former years.

The Candy Club is planning an active fall and winter season of entertainments and social events. It is expected that a good-size delegation will attend the Western Confectionery Salesmen's convention at Detroit in December.

Misplaced Laurels

(*Continued from page 35*)

profits, there will almost certainly follow a lusty clamor for lower prices. That will hurt. If the word gets around that 25 per cent profits are a reality in this industry, we may see an influx of newcomers intent on becoming candy manufacturers. Or some morning we may find on our industrial doorstep a whole flock of newly-born enterprises formed for the specific purpose of selling blue-sky stock to a gullible public made more gullible by the reports that candy offers big opportunities to get rich quick.

During 1929 the confectionery industry did not earn 5 per cent profit on the money invested in it. There was too much candy made. Too much candy was given away or sold at distress prices. Official government figures covering the industry as a whole show that the average price per pound for candy in 1929 was 21.9 cents as compared with 23.2 cents the year preceding. We do not relish the idea of this industry wearing an air of mock humility. We don't want to appear ragged though possessing a heart of pure gold. But the industry can't afford to wear honors that it doesn't deserve. Our pallid brows haven't won the right to wear these laurels of profit-earning efficiency. They belong elsewhere. While we are on the subject may we inquire why, in presenting data concerning these two industries, confectionery and beverages should continue to be grouped together in a way that submerges the identity of each? As industries confectionery and beverages have no more in common than shoes and hosiery.